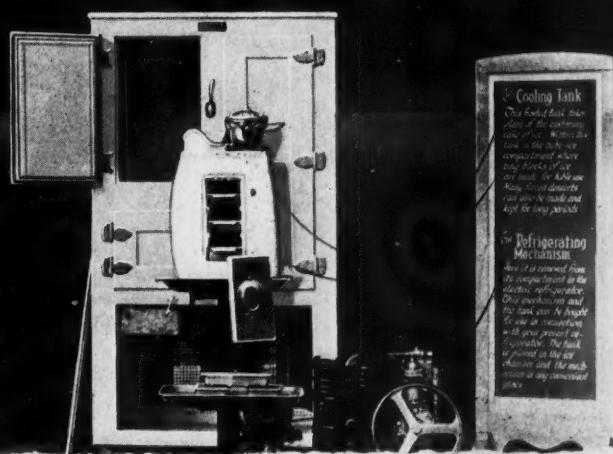


Electrical Merchandising

The Business Magazine of the Electrical Trade

Electric Refrigeration COSTS LESS THAN ICE!



ADIRONDACK POWER AND LIGHT COMPANY

How they sell SERVEL in Schenectady

WITH the hot sun blazing through the plate glass, and a temperature in the window of 105, SERVEL keeps the tank in the foreground covered with a heavy coating of frost. This forceful selling exhibit was planned and installed by the Adirondack Power and Light Company in the show window of their salesrooms at Schenectady, N. Y.

SERVEL, using a refrigerent with a temperature

under normal pressure of 10 degrees below Zero, lends itself well to displays that compel attention. It is agreeably easy to sell SERVEL because there are so many distinctive advantages to talk about.

If you are watching the amazing progress of electric refrigeration, and wish to keep right up-to-date —investigate SERVEL. You will find further information on Pages 14 and 15.

S E R V E L

A GREAT STRIDE FORWARD IN ELECTRIC REFRIGERATION



The complete Servel Line is shown on Pages 14 and 15

New Sunbowls at New Low Prices Models to fit every need and purse



*This Fall—Sunbowls Will Sell
Better Than Ever*

GOOD old profitable Sunbowls! Always among the best money-makers in the whole field of electric appliances. Now sales are bigger than ever because of the new features and new low prices.

At \$5.00, \$7.50 and \$8.50, there is a Sunbowl for everyone. And irrespective of price, every Simplex Sunbowl embodies the same sterling quality that has always distinguished Simplex appliances.

Now with the new heating units with bull-dog grip, heavy connector bar, sturdier construction, Simplex Sunbowls

have greater appeal, greater salability, greater value.

Persistent national advertising in color in the Saturday Evening Post continues to spread the news of the new prices and new features to millions of readers. It will help YOU sell more Sunbowls this Fall.

Be sure your stock includes all three models. Check up and send in your order NOW.

SIMPLEX ELECTRIC HEATING COMPANY

85 Sidney Street
Cambridge, Mass.
15 So. Desplaines Street
Chicago, Ill.
132 West 31st Street
New York, N. Y.



The Simplex Electric Iron at \$4.50 is outselling all others

Simplex

ELECTRIC SUNBOWL

**EARL E. WHITEHORNE,
Contributing Editor**

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Consulting Editor**

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Electrical Merchandising

The Business Magazine of the Electrical Trade

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**Every Issue of This Magazine Is
*A Convention of 15,000 Merchandisers Between Covers***

If the fifteen thousand business men who receive *Electrical Merchandising* each month could be assembled, they would make just such a great convention gathering as above pictured. In effect, *Electrical Merchandising* each month is a convention be-

tween covers, making available, as it does, the experience and best thinking of the whole industry for the use and profit of the individual merchandiser. The "delegates" of practical experience come to these pages from every part of the country.

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1



2



3

Rochester's ELECTRICAL

DEPARTMENT STORE

338

Laube's

340

1 A phone call to a club secretary started the Laube electrical lectures.

2 Two thousand women this year in Laube's store hear a two-hour talk on electrical appliances.

3 They remain to look, examine, ask questions and buy. This plan costs Laube \$1 per guest, creates business and good will; clubs are so interested that Laube is now forty-three lecture dates behind.

A. CARLTON PEYTON

Electrical Merchandising

The Business Magazine of the Electrical Trade

with Which Are Incorporated *Electrocraft* and *Lighting Journal*

Volume 34

August, 1925

Number 2

The "Laube Plan" for Educating Customers

How Rochester Electrical Merchant Deals With Fundamental
Problems of Store Traffic and the Woman Shopper—
Departmentalizes for Selling Efficiency

BECAUSE in the entire line of electrical merchandise there are involved such a number of distinct types of merchandise each with a distinct selling problem, the electrical merchant must departmentalize if he is to attain maximum return on each line.

Because he runs a "specialty" shop, the public is apt to have the impression that his merchandise is higher priced than corresponding merchandise in department stores. The electrical man must combat this impression by showing the public that quality for quality he gives more for the money in merchandise and service than his competitors.

Because he handles a great deal of merchandise that is incidental, small items that the public will buy when only it sees them and is "reminded," store traffic is essential to the electrical merchant. He must create in his public the habit of shopping in his store, so that the electrical store will be as much a part of the woman shopper's routine as the department or the ten cent store.

* * *

These are three of the fundamental problems which the electrical merchant has to deal with. And because he has dealt with them in a forthright common sense way G. Fred Laube of Rochester is reaping the reward in a highly successful

business. His methods and his experience in dealing with the problems of merchandising the entire line of electrical merchandise have much of suggestion that can be profitably adapted and applied by other electrical merchants.

Handled Merchandising Problems Through Organization

He has handled the complex problems of electrical merchandising in terms of organization and education, organizing his business into departments under specializing heads and through them educating the public

to a knowledge of good electrical standards.

The Laube store is truly a department store in that it is separated into departments as selling methods differ and separate and each department is under its own responsible head. This leaves each department head free to concentrate on the selling and profit problems of his own merchandise and gives him, in periodical meetings with Mr. Laube and other department heads, the benefit of an exchange of ideas and experience and a common planning for developing the whole business. The department division emphasizes the diversity of selling problems, the seven departments of the store are as follows:

Construction;
appliances—
washers,
cleaners,
ironers,
dishwashers,
ranges;
electrical refrigeration;
fixtures;
radio;
store retail, which includes all
small appliances, portable lamps
and miscellaneous items;
motors.

Each department has window display and newspaper advertising space in well worked-out order. As

"A MERCHANT must give a customer a reason for coming into his store," says G. Fred Laube of Rochester. And his successful "electrical department store" is providing the necessary reason by such legitimate merchandising methods as

Store lectures,
Special merchandise values,
Seasonal displays,
Full assortments,
Well kept stock,
Alert, well-informed sales-people.



One or more tables always display an attractive special changed frequently. Sur-

prising quantities are moved at reduced profits per sale but a healthy aggregate.

the managers of appliances, fixtures, radio, refrigeration and their salesmen are often out of the store the retail store salespeople are trained to give immediate and informed sales attention to shoppers interested in any of these "major" items. There is no selling competition however between the store employees and the outside salesmen. All major appliance sales made in the store are referred to the manager of that department who checks to determine credit if the sale has been initiated by one of his outside salesmen.

Bringing the Customer to the Store

Now an electrical department store is somewhat of a new idea and like all new ideas it must be "put over" to the public. It is not possible to open even the most attractive store and let it go at that. As Mr. Laube puts it "there must be a reason provided for the customer to come into your store." In dealing with this problem of bringing the customer into the store Mr. Laube and his aides have developed a plan which at a moderate cost is educating customers into the fundamentals of electrical quality, gathering new live prospects for major appliances, making outside salesmen's work easier and causing Laube's to be regarded as the logical place to buy anything electrical in hundreds of the homes of Rochester's representative citizens. This plan is a store

lecture series which by the fifteenth of October will have brought 2,000 "purchasing agents of the home" into the store and given them a two hours' demonstration of electrical convenience and the why and the wherefore of electrical quality. For the real result the 2,000 should be multiplied several times. One thoroughly convinced woman influences many others.

Lectures Twice a Week

The lectures are given twice a week and cover appliances, fixtures, wiring for convenience outlets, lamps, and refrigeration. The lecture period is two hours and the average audience is twenty-five.

Inaugurated about the first of the year this idea was inspired by a laundry in Rochester which was offering to women's clubs and church aid societies a payment to the society of fifty cents a member, with a minimum of twenty-five, who would go through the laundry with a guide and see a demonstration of the way the commercial laundry handles the household washing and ironing. By such skilful selling the laundries are meeting the competition of the electric washer and ironer, a serious problem to them today.

Deciding to give this plan a try-out as a means of getting Laube's electrical message over to the women of Rochester the retail store manager called a club secretary of his acquaintance and invited her club

to the store for Wednesday afternoon at 2:30. Twenty-five ladies attended and \$12.50 was paid into the treasury of their society.

The room prepared for these ladies is one of the regular fixture display rooms which seats thirty people comfortably. A good selection of fixtures is shown on the wall and ceiling and grouped together the washer, cleaner, ironer and range which are demonstrated. A table carries the smaller appliances and parts to be studied.

A Typical Program

The program presented at this first meeting has been substantially followed since with the additions and developments suggested by experience. The fundamentally sound purpose is to explain to these women the primary facts about electrical merchandise and service, the reason for the electrical specialty store, what makes for the difference between high quality and lower quality, just why one iron for instance is priced at \$7.50 and another at \$2.98.

Before this first meeting, Mr. Laube had sent to the five and ten cent store and bought some samples of the electrical merchandise offered there. During a talk on fixtures and fixture quality a sample canopy was passed around that had come from the chain store and also a sample canopy from Laube stock. The ladies were then asked to identify the respective canopies which they found no difficulty in doing. They had been told the difference and as actual and potential purchasers of lighting fixtures these women were glad to have this knowledge. It is the sort of thing they will not forget and perhaps months or years hence this information, so gathered, will have its results in a more critical, better informed buyer of fixtures who will choose quality instead of price because she has been shown where quality lies and how to judge it.

A similar demonstration is made on other merchandise. Lamp cord is taken apart, insulation explained and they are shown the difference between the proper lamp cord furnished on Laube portables and the dangerously thin cord which is often supplied on the lamps offered for sale.

Electric irons and curling irons, toasters and other heating appliances are taken down and construction details are explained. The price

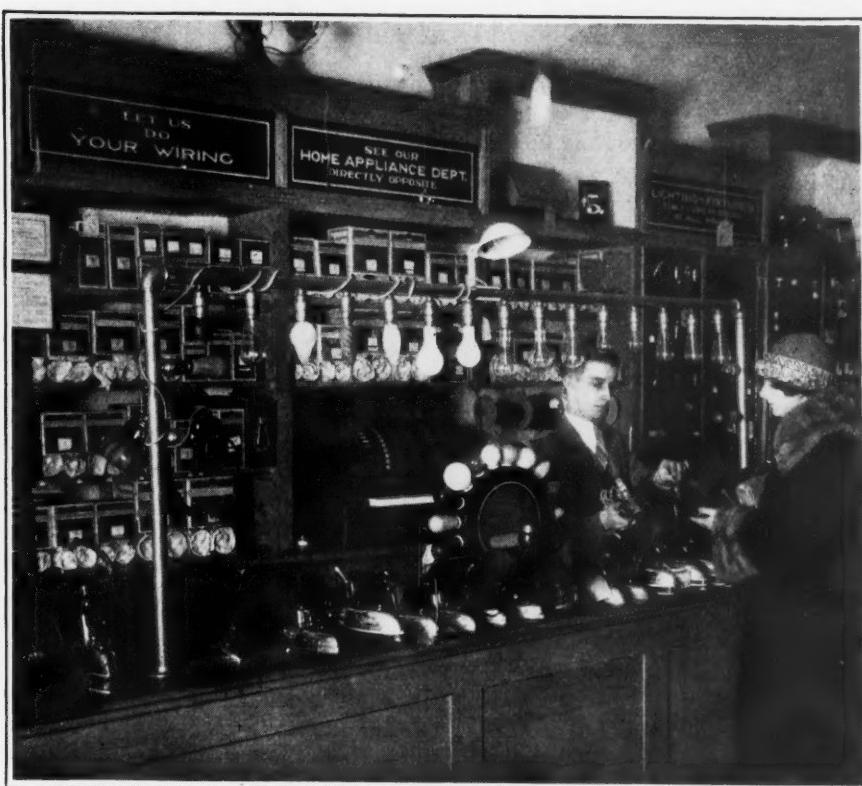
asked for quality is justified detail by detail. The cost of operation of heating appliances is explained, the low cost of operation of fans and motor driven devices is brought out and part of the talk is devoted to the great increase in convenience made possible by such details as a control switch on the cord, and by more convenience outlets, pilot lights, etc. This has proved of special interest to the usual audience.

Comparison is by no means the object of these lectures. More time is devoted to construction suggestions that relate to the home making and home decorating part of woman's activities.

Suggesting More Lamps and Shades

The manager of the fixture department in his talk takes up a home, room by room, and illustrates modern fixtures as decoration and eye comfort; the use of portables as auxiliary to the fixtures and such concrete and easily applied suggestions as new lamp bulbs and shades. A specific example is a recommendation for the entrance hall of a home of tinted bulbs which will provide a soft amber glow affording the eyes a gradual change from the dark of the street to the brilliance of the living room.

Refrigeration, electric ranges, washers, cleaners and ironers, are given interesting and informing presentation and during the last talk a battery of electric percolators are in action and coffee and waffles are



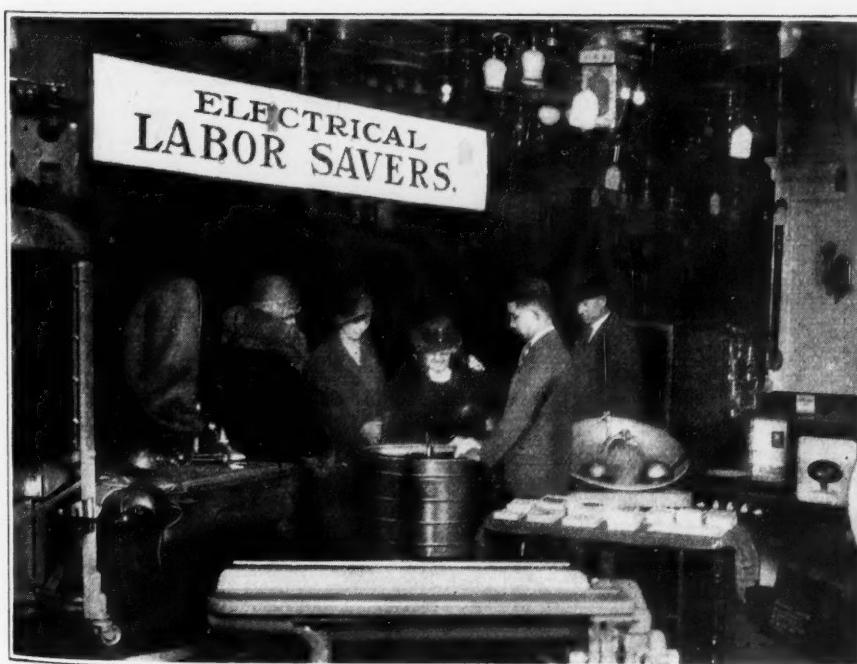
Lamps at the cash register suggest to the customer the empty sockets at home and the needed lamps to fill them. Above, illuminated box cases provide attractive indoor display "windows." These windows show up very prominently.

served while cards are passed to each guest on which she signs her name and address and indicates by check marks the present electrical and appliance equipment of her home. These cards also contain a space for the prospect to note any electrical merchandise she is interested in at the present and a worth while number of live leads are thus obtained.

The meeting takes about two hours and begins promptly at 2.30. Interest is very keen, and at the close of each man's talk, questions are invited. Many intelligent questions are asked, revealing a genuine interest on the part of the women present. For one outstanding thing about these meetings is that the guests are interested. Their first object in coming is because they want to earn the check for their society but even this would not bring them unless they were also genuinely interested. The meeting is kept on a highly dignified plane, there is no selling talk injected. At the beginning of the lecture, Mr. Barnes makes a five-minute talk on the growth of the Laube Electric Corporation and the range of Laube service which covers electrical requirements from fixing a doorbell to the complete work on a great building; for the rest of the two hours the stress is laid on electrical quality merchandise and material and the purpose of the lecture is to impart information on a subject of vital interest to the audience.

The interest of the women is displayed not only in the close and intelligent following of the speakers but in the fact that they are in no hurry to leave the store. The lectures are over promptly at 4.30 and

(Continued on Page 550)



After the regular lecture, many women remain in the store to ask questions and get a personal demonstration of the ap-

piliances that have most interested them. This is a fruitful source of leads for the outside salesmen.

"Stepping on Pet Toes—"

More Wisdom in Small Doses Distilled from Day-to-Day Contact with the Electrical Man's Problems

By Charles L. Eidlitz

Chairman of the New York Electrical Board of Trade

21. Look at the figures once in a while



If I were back in the business today there are a few things that I would insist on knowing about my business—

1st: How much new business am I getting per month?

2nd: How much am I billing per month?

3rd: How much is my expense of doing business per month?

4th: How much profit am I making per month?

5th: Am I losing a single customer whose business I want or value?

So many men want to see figures only when they look good to them. These five items were always at my finger's end when I was contracting, and no matter how big your business may be or how many people you may employ, it seems to me that the head of the business should have this information and have it fixed in his own mind, not simply on record in the office, so that he can talk it over with *himself* when he's on the train or on his way back and forth.

The loss of a customer is a serious matter and most men are too cowardly to go right up against this man and say—"Why am I not getting your business? Is it my fault? Have I done anything that is unsatisfactory, and if so, tell me about it and let me see whether I cannot explain it to your satisfaction!" It takes a little nerve, but it's the only way to handle it and almost invariably results satisfactorily.

22. Let your letters build for you

I cannot understand a man who will close his desk at night without having acknowledged the receipt of every and any communication for which the reply data was available. I do not believe that I could sleep at night if I felt that I had failed to reply to my day's letters. To my mind, every letter that is not a reply to your own, calls for an acknowledgment. It may



frequently seem like a waste of effort to say "Acknowledging receipt of yours of the 1st for which many thanks, etc.," but the man who gets into the habit of doing this is building good will. Every one appreciates a reply. Even the few words along the lines indicated mean much to the recipient. It means that you have read his letter and have mentally noted its contents. That's why he wrote you and your reply completes the transaction and leaves him in a satisfied frame of mind.

It's so absolutely essential, yet so many business men and electrical contractors particularly, do not seem to have time to attend to this courtesy which I feel is the greatest builder of good will at a minimum of time and expense. What do you yourself think when you write a man and never know whether or not it was received?

23. He's there! Dig him out!

Whenever a man greets you with "now I'm going to be perfectly frank with you," watch out, unless you know that he is under obligations to you and that there is some logical reason why he should have the real desire to do you a favor.

Most men and particularly buyers are "perfectly frank with you" when by appearing to be so they can gain something or slip something over on you under the cloak of frankness. So in my day of selling electrical contracting, I had a habit every time a man came out with "I want to be perfectly frank with you" of repeating mentally to myself, Where is he? Where is he? And as a rule I found the little black fellow somewhere in the frankness.



24. Keep your head, and sell!

The following *absolutely true story* was recalled to my mind by an architect a short time ago. At the time—and it happened twenty-five years ago—I thought nothing of it, but as I look at it now it was real salesmanship:

A certain architect with whom I was on the very best of terms, finding my estimate on a job higher than several others submitted, and feeling that he dared not take the responsibility of giving me the job as his owner was rather fussy, and knowing that the owner was coming to his office that particular afternoon, had



his secretary telephone me to come and see him.

I arrived and sent in my name. The owner was in the private office with Mr. Architect but I was ushered in. The architect introduced me and the owner frowned at me, apparently desiring to impress me with the idea that he was a hard man to handle. The architect then proceeded as follows:

A: Eidlitz, your esti-

mate on this work is high!

E: Well, sir, I am sorry!

A: How do you account for it?

E: I cannot account for it.

A: Do you know a concern, Hatzel & Buehler?

E: Yes, sir.

A: Are they a first-class concern?

E: Yes, sir.

A: They are 10 per cent under you.

E: I am sorry that their figure was not nearer mine.

A: Will they do us a good job?

E: Yes, sir, if they get the job.

A: What do you mean, if they get the job?

E: Well, they haven't got it yet, have they?

A: Well, do you expect this owner to pay you more money than Hatzel & Buehler when you agree that they are a first-class concern and will do him a good job?

E: Yes, sir.

A: How do you figure that out?

E: Because if you and your owner have confidence enough in my judgment to give this job to Hatzel & Buehler—whom you admit you do not know—simply because I recommend them, you ought to be willing, I think, to bank on my judgment as to the proper price for the job and realize that I am right and Hatzel & Buehler probably wrong.

The owner turned to me and said, "Are you serious?" I replied that I certainly was. He sat back and twiddled his thumbs for half a minute and then turned to the architect and said, "Go ahead and give him the job, he's entitled to it." I did that job and a number of others for that owner and a few years later he offered me a job as sales manager for his concern, which was a very large institution, but not electrical, and so I had to pass it up.

If contractors would only realize that knocking a competitor does not get them anywhere, there would be a great improvement in the tone of the business.

25. How foolish and yet how usual

The trouble with so many contractors is that they will go to almost any length and expense to make a customer, and then after they have him they do not seem to be willing to do the least little thing to keep him as such. For instance, knowing that Jones has a fairly good job to let, you follow him up, you are glad to take him to lunch or for an auto trip, theater, or in fact there seems to be no limit as to what you will do in the way of entertainment or expense in order to influ-

ence him or have him feel that you are a pretty good sort, etc.

Then you get the job and with a profit, but at some stage or other Jones wants a shift of a switch or an outlet and feels he should not be charged for it, not that he is justified, but he just naturally cussedly wants it without charge. It's a matter of a dollar or two, and right there you balk. "No, sir, I am entitled to it and I insist on getting paid for it."

All the good will that you worked up in the start goes overboard and Jones feels you a mean grasping screw who will put it over him if given the slightest chance. Instead of saying, "Mr. Jones I think you ought to pay for that change, but it's up to you, what you say goes with me." Nine chances out of ten he'd pay with good grace on that statement, but no, you are not willing to take the one chance against you. Isn't this a foolish policy?

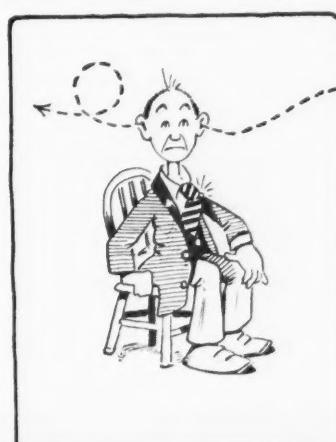


26. Is it a wonder they lose their shirt?

A man came in to see me the other day to get some advice. He had been a general superintendent of construction for a contractor for many years, and he wanted to start in for himself. We talked it all over, and finally he agreed to follow my advice. I told him to have some cards made using his home address and then make the rounds of the architects, generals, etc., and see whether he could break in to estimate. Then, I continued, if you can land some substantial job that looks profitable, you can very quickly secure an office and start in. In the mean time you will have practically no expense.

Everything was agreed on, and out he went. The last words he uttered as he left were—"Much obliged, you are absolutely right and I'm going to do just as you say."

A week later he was back with the statement—"Well I've started, I am incorporating a company with \$5,000 capital; I have rented a store for \$1,200 per year, and I am having it filled up with counters, etc. I am putting in a stock of appliances and while I have not been able to get any work to figure on as yet, I feel sure I am going to be able to sell enough merchandise, lamps, etc., to pay the expenses till I get some contracting work to do." What's the use talking to such people. This man never sold a thing in his life. He knows nothing about merchandising, and what's more he seems to



think that he's following my advice. Aw, what's the use!

"Lost!—\$160,000,000"

Portable Lamps Are Electrical Merchandise, and Electrical Stores Are Logical Outlets for the Above Vast Volume of Lamp Sales—How to Build Up a Profitable Lamp Department

By S. J. RYAN
Consulting Editor, *Electrical Merchandising*

WHEN the Great War broke out, there were less than twenty-five manufacturers of portable electric floor lamps in the country. Today there are probably over 1,500 such makers—small and large—and the estimated retail value of their production last year is placed at \$160,000,000 by competent authorities. But of this vast volume, only a relatively small part is at present being sold by the electrical industry!

Why is this?

How did it come to pass and why do we permit this lucrative volume to flow through non-electrical channels to the public? Lamps are style merchandise and their appeal is decorative, it is true—but surely we have a sufficient number of merchants in the electrical business to make this industry of ours a factor in the distribution of lamps as electrical merchandise.

There may be, and is, an excuse for some of the smaller dealers not embarking in this lamp venture, but how about the larger merchants and, above all, the utility companies who

are merchandising? Certainly lamps are load-builders. The more decorative they are, the more current they consume, so there's no argument there.

Seven to Eight Portable Lamps per Home

Saturation?

Manufacturers say it is possible to sell, *on an average*, six to seven lamps to a home. The N.E.L.A. lighting committee estimate eight lamps to be the "conservative ideal" home equipment. Observation confirms this pretty closely. Check it up yourself. Let's be conservative and cut it down to four. There are 13,000,000 wired homes. Four times that is 52,000,000. Let us be conservative again and place the average retail price of a lamp and shade at \$15. There's a total of \$780,000,000. It would take five years at the rate lamps were produced last year to reach this figure, if not another home was wired in the U.S.A. and there were no replacements during that period. This latter replacement factor alone would

take care of all the lamps that have been produced and sold to date.

I doubt if it is necessary to continue the argument further. As "electrical merchandisers" we must admit we have been "asleep at the switch" and the only thing to be decided is *whether we want our portion of this profitable business, or are satisfied to let it continue to pass us by.* We have all read of the gigantic sales of this class of lamp merchandise by department stores throughout the country. Sales of lamp merchandise by department stores throughout the country. Sales of lamps running ten, fifteen and twenty thousand dollars in a single store in one day are really not uncommon in these sales, and a "five-thousand dollar lamp day" is quite ordinary. The figures in the preceding paragraph indicate a potential volume of about seven dollars per capita for the country as a whole. I should think this would divide, roughly, about two to four dollars per capita in strictly country sections and ten to twelve dollars for cities and suburbs. You can calculate for yourself the potential volume in your own territory and if we figure twenty per cent of this is done annually, you know about what the yearly sales in your area are and what portion you are securing.

The Author Is a Pioneer Lamp Merchantiser

S. J. Ryan who contributes this stirring call to wake up central-station merchandisers and electrical dealers to the opportunity to sell portable lamps, is himself one of the country's pioneer lamp merchandisers, having established a lamp department in a great Middle West department store nearly ten years ago—one of the very first such departments ever to be organized.

His advice to electrical merchants on lamp subjects is therefore based upon practical experience on a large scale and extending over a number of years.

* * *

Representative lamp offerings from the Chicago and Grand Rapids Fall lamp markets, as selected by Mr. Ryan for the guidance of electrical buyers, are described and illustrated on pages 5484 to 5487.

Mark Up Lamps 125 per Cent on Cost

It's profitable merchandising. A large share of the business is done today by neighborhood furniture stores, taking the country as a whole. These are usually installment houses, hold few special sales and mark the merchandise up about 125 per cent on the cost.

Another large selling factor is the department store. Their regular lamp merchandise is marked up from seventy-five to one hundred per cent on the cost, and their sale mer-

**\$160,000,000
in Lamp
Sales
Yearly**

**11,000,000
Lamps Now
Sold
Yearly**



This means that
this year

The Public Is Buying Lamps One for Every Wired Home in Your Town

at the rate of
approximately

This figure will enable you to estimate the huge volume of portable lamps that are being poured into your community (and every other community) this year to meet the public's present demand for lamps.

As an electrical man, are you getting your share of this profitable electrical business? Are you posting yourself as to what is most in demand and then preparing to be in a position to meet it? See pages 5484-5487.

chandise averages a mark-up of close to fifty per cent on cost. Selling expense is low, although delivery expense is somewhat higher than on the average run of goods, due to the delicacy of lamp merchandise. Very little investment is required for store fixtures in a lamp section, although considerable space is required—a condition which can be offset by volume. *Low-value space can be and is usually used.*

From all that has just been said, it is thus seen that the lamp business is an *electrical* business; it is a *profitable* business and it is a *potentially large* business, as merchandising operations go.

If I were merchandising an electrical business that did not have a lamp section, and I decided, in view of the foregoing, to get into the game, I would first of all set aside a space. Undoubtedly the well-lighted sections of my premises are in use now. Fine—for those are just what we *don't want* for lamps. Dark

corners are the very thing. Decorations, platforms, outlets, etc., are very simple but they must be harmonious.

I would dig back through copies of *Electrical Merchandising* in which have appeared dozens of helpful articles with illustrations, on lamp shops and lamp selling methods.

I'd spend a couple of hundred dollars, or whatever was necessary, and take a trip around and study lamp departments *in stores*.

I'd ask questions of *lamp merchants* and they would gladly give me the facts and point out the good and the bad features.

The Manufacturers Can Help

Then I would go to three or four reputable lamp manufacturers, probably the larger ones who make a range of merchandise, and I would lay my problem before them. I would find them eager to assist me and glad to give me the benefit of their experience, because they would

hope to create a new customer. I would carefully examine their lines from a technical and a style viewpoint. I would have secured tips on good resources from the various merchants I had visited.

Community and Competitors Determine Price Range

Then I would be ready to buy. My community would determine to some extent my price range, but it would be in keeping with what the other lamp dealers in town were doing, bearing always in mind the good name of my own institution. In the lamp game, low price does not necessarily mean inferior merchandise. If the sockets, the cord and the plug are of standard approved make (and they usually are) I would not lose sight of the fact they constituted a very small fraction of the total cost and that the rest was a matter of taste and value for the money.

I would utilize every resource I could find to post myself on the lamp

How It Works Out in a City with 5,000 Wired Homes

Means \$75,000 in Portable-Lamp Sales This Year!

INTER-OFFICE CORRESPONDENCE

SERVICE LIGHT AND POWER COMPANY

Memo to J.C. Abell, Commercial Manager from J.F. Doolittle, President
 Subject: Portable Lamps Date Aug. 1, 1925

I see in Electrical Merchandising an estimate of portable lamp business. They say there is one portable lamp at an average price of \$15, sold per year, for every wired home in the country. With our five thousand domestic meters that means \$75,000 this year in our city.

How many of these 5,000 portable lamps are we going to sell in our own store?

JFD.

INTER-OFFICE CORRESPONDENCE

SERVICE LIGHT AND POWER COMPANY

Memo to J.F. Doolittle, President from J.C. Abell, Commercial Manager.
 Subject: Your Memo on Portable Lamps Date Aug. 2, 1925

I am making active plans for landing a large percentage of that \$75,000 portable lamps business which "Merchandising" estimates will be bought by our own customers. This business is not only a load builder for us, but carries an average gross profit of 50 per cent which is going to show up in our merchandising profit for the year.

JCA

business. For example, the back files of *Electrical Merchandising* contain dozens of pictures and articles on the electrical selling of lamps.

I would visit at least two lamp factories on my trip and learn at first hand how lamps and shades are made—one would be one of the best-grade factories and one would be a factory producing medium priced merchandise, so I would know the difference.

Select the Stock and the Saleswoman

I would secure a competent young woman of taste, preferably one with experience in selling lamps, and place her in charge of the lamp section and provide her with whatever help was needed—this isn't much, except during a sale. I would tell her all I had learned about lamps, their manufacture, display and sale.

Then I would purchase my stock. I would open with a real bang-up sale or "offering" (call it what you will) of this nice, new, fresh, up-to-

the-minute merchandise, and you can bet the people of my town would know I was in the lamp business. I'd get behind it and make a go of it and I'd be a real factor in the lamp volume of the town.

I'd sell a lot of goods, I'd turn my stock on an average of once a month, I'd probably make more profit out of my lamps than any other single line I carried, I'd make money.

And then, if I were a central-station merchandise manager I think I'd go up and strike the boss for a nice raise—and I think I'd get it.

More Than Two Million New Users of Electricity Added in 1924

Students of the electric light and power industry are intensely interested in its growth and the trends that it is likely to follow. A survey just completed by the *Electrical World*, *Electrical Merchandising's* sister publication, to ascertain the number of customers added to the central-station lines in 1924 gives much food for thought, especially to those who have expressed the feeling that the industry has reached its peak of growth and who expected the annual increment of growth to decrease after 1923.

This survey indicates that 2,178,283 new customers of all classes were added to the service lines of the central stations during 1924. These figures are based upon 2,341 estimates made by central-station managers, the estimates being submitted by counties, and are believed to picture the growth of the industry during 1924 with a fair degree of accuracy.

13,400,000 Residence Customers

On January 1, 1925, there were in all 13,395,887 domestic lighting customers in the country, as against 9,925,210 on January 1, 1923, and 11,613,348 on January 1, 1924. The survey indicates that during 1924 1,782,539 new domestic lighting customers were added to the

industry's service lines. This is the largest increase ever recorded in any one year. The Middle Atlantic States reported the largest increase in new domestic customers, with 525,272, followed by the East North Central States, with 352,089 new customers of this class. The State of New York reported 228,630 new domestic customers added during the year, followed by California, with 189,212 new domestic customers.

A total of 327,636 new commercial lighting customers was added during 1924, making 2,588,983 customers of this class on January 1, 1925. As was to be expected, the greatest growth in number of customers of this type is to be found in the sections of the country which contain the largest cities.

A total of 570,844 industrial power customers was reported on January 1, 1925, indicating a growth of 68,108 during 1924.

Selling with the Furniture Dealers' Help

The furniture dealer can be made the source of many sales if the electrical man will get together with him and talk things over for their mutual benefit.

First of all, consider the case of the young couple getting married. One of the first places they go to is the furniture dealer. After they have bought their furniture, the dealer will gladly suggest a visit to the electrical store for installations, appliances, devices, etc., if he knows that this may, at some future day, bring him some business through the electrical dealer.

Then there are others who start their spring cleaning by purchasing new furniture, or who move into a new residence and wish to replace their old suites, and so on. That is this psychological moment for the electrical dealer. By keeping in close touch with the furniture dealer he will not miss any opportunities.

Tips on Lamp Leaders for Fall Buying

From the "Review of the Lamp Markets," pages 5484 to 5487 of this issue

Wrought iron and brass, in numerous combinations and finishes, lead in high-priced lines.

Elaborate trimmings mark shade designs.

Crystal and cut ivory much used on finials and pulls.

Delicate polychrome and metallic finishes predominate in low-price merchandise.

Appliances as Builders of Public Good Will for the Central Station

IN WHICH WE MAKE AMENDS.

We have been so long in this business of talking too much that we should know better than to make an unqualified assertion about anything. It is just as true now as in the dear old college days that "no generalization is true—including this one." Even if that paradoxical generalization itself isn't perfectly and forever true it is still a mighty good rule to work by. No one knows that better than the artisan who gains his daily bread by assembling words together in the effort to make them convey thought or fact or emotion without a damaging backfire.

Nevertheless, after many years in the harsh school of experience enthusiasm still, on occasion, grabs discretion by her lily-white hand and runs away with her. The going is delightfully easy. But the path that was so smooth on the outward journey is found to be lined with thorns when you are coming back.

Which is merely preliminary to saying that we have enjoyed, after a manner of speaking, a call from Mr. J. E. Davidson, the efficient and popular general manager of the Nebraska Power company. Mr. Davidson, even when he comes on a comminatory mission, is as easy to take as butter, as various sessions of the Nebraska state legislature could testify. Though you have darn near slain him still he is your forgiving friend and far be it from him to criticise or complain. And yet, as a matter of fact, he remarks—smiling like the Virginian when he says it—it was not wholly and exactly accurate for you to write, commenting on public service corporations:

"The public can squeal when rates go up and emit little sounds of pleasure when rates go down—which latter, unfortunately, seems to be something that never happens."

Because, Mr. Davidson points out, the Nebraska Power company has never raised its rates, whether for residential, commercial or street lighting. The only way it has ever changed those rates is to reduce them. The result is that Omaha enjoys the lowest rates for such services of any city in the country, and the same thing, with possibly two or three exceptions, may be said of its power rates.

There, you see, he had us. We had sinned again by making an unqualified affirmation. Even the slipping in of the word "seems" had not saved us, for it doesn't "seem" the way we said it does to anyone familiar with the record of the Nebraska Power company, as every Omahan should be.

That record is a remarkable one; if not unique—we must be careful of our words—anyhow almost unique. Since the war the Power company has had to meet the same rise in the cost of materials, of

fuel, of wages and salaries, taxes, that all other corporations, private and public, have had to struggle with. Where so many others have resorted to increased rates or prices as a natural and proper remedy—in fact in many instances an unavoidable one—the Power company has actually reduced rates. Its charge for residential purposes, for example, 6 cents before the war, is now 5½ cents—a cut of 8.5 per cent. Meanwhile it has kept its plant up to the peak of modern efficiency, improved it, extended it—a recent installation of a single unit of machinery having been made at an expense of a million dollars. And meanwhile also, despite these heavily increased expenses, it has continued to earn a satisfactory profit; not as high perhaps, as the courts and the law would permit it to earn, but one with which it is content, and which its patrons are glad it should earn.

How has this miracle been accomplished? Chiefly by education of customers to encourage an increase in the consumption of electricity. And customers imbued with good will, satisfied customers, make the best kind of pupils. They don't receive the message with a grrouch when they are advised of the cheapness and convenience of using more electricity to light their homes better, of using electricity to wash with and sweep with and sew with and cook with and cool off the house with and make ice with and for all the other purposes to which the company's product is adapted. Therefore they embrace its advantages with its lowest rates in the country, continues to prosper.

* * *

It is only fair to say that the Power company enjoys advantages here not open in like degree to other service corporations. Its product can be used for so many and constantly increasing purposes. But you can use a street car only to ride on, and a telephone only for conversation. Nevertheless other corporations too can profit by the rule that large volume with a small margin brings in more profits than a small volume with a large margin. And the other rule—that a pleased and satisfied customer comes back and buys more—is, if anything, even more important.

Returning to the starting point, if we had not indulged in the vice of an unqualified affirmation we should not have felt obliged, in fairness, to write this editorial, which may seem like a free advertisement for the Nebraska Power company. The labor, however, is not wholly painful, since it is a pleasure to congratulate even a public service corporation when it deserves it. And it is a still greater pleasure to hold up, for all who will to profit by it, the shining light of a good example.

From the
Omaha World-Herald, July
1, 1925

HERE is an editorial which appeared in the *World-Herald* of Omaha, Neb.

It tells its own story—a story of the happy public relations created by the new president of the National Electric Light Association in his own home town, through the education of the Omaha public in the liberal use of electrical appliances.

Some Business Lessons from a Survey of the Hardware Trade

Average Profit Only 44 Cents per \$100 of Sales—
How Store Volume and Size of Community Affect Margin, Salaries, Rent, Delivery and Other Expenses

Compiled by S. R. MILES

National Retail Hardware Association, Indianapolis

QUESTION: What's the matter with the retail hardware business?

Answer: Nothing except those engaged in it are not making money. Aside from that it's a perfectly good business.

When 1267 retail hardware merchants in 43 states sell an average of \$61,000 and only get a profit of 44 cents on each \$100 sales, surely something is wrong. That's exactly what happened in the retail hardware business in 1924.

In these annual association studies of hardware costs and profits many merchants submit figures apparently showing a profit. When the figures are examined it is often found they lost money.

A midwest store submitted a profit and loss statement showing a profit of \$4,000. An examination of their figures showed a profit of \$591.00 on sales, and other earnings—cash discounts and interest received—\$525.00, total earnings \$1,016.00. There is quite a difference between \$1,016 and \$4,000. While this is perhaps an extreme case it is by no means an isolated one.

How many merchants are there who are making similar mistakes?

Experience of Stores in Small, Medium and Large Towns

Was the hardware business profitable in 1924?

If you are in a town less than 1,000, probably not. If in a town over 50,000 very likely you broke about even. If in a town some place between those extremes, you probably made a profit.

What stores, large, medium or small, made the most profit? The large and the small stores are at, or near the no-profit line. The most

successful were those with sales between \$60,000 and \$100,000.

Individual experience may be more or less fortunate than the average, but these are general conclusions drawn from the results of the Cost of Doing Business Survey for 1924. Surveys of the two preceding years confirm these conclusions.

Figure 2 illustrates the startling variation in margin and expense between large and small towns. The merchant in the larger towns has felt that with so many retailers after

the same dollar, the margin would be smaller. In many cases the small town dealer has perhaps shared that view.

Yet more than 300 stores in towns under 1,000 had an average margin of LESS than 21 per cent and nearly 200 stores in towns over 50,000 averaged a margin of nearly 28 per cent.

The figures for 1924 as well as previous years justify the assertion that THE LARGER THE TOWN, THE HIGHER THE MARGIN.

However, regardless of the size of town, THE LARGER THE STORE, THE SMALLER THE MARGIN, the figures showing that in stores with small sales in margin was about 5 per cent more than in stores with large sales.

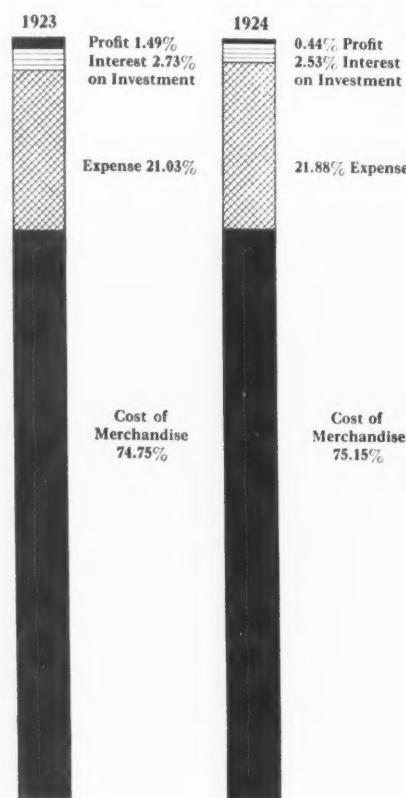
The reason for this difference is perhaps a conjecture. Without a doubt the large stores buy for less. Do they pass this saving on to the consumer? But retail prices to the ordinary consumer on similar articles do not seem greatly different in large or small stores. If both received similar prices the larger stores would have the larger margin.

The most reasonable explanation, not the same for large and small towns, appears to be that:

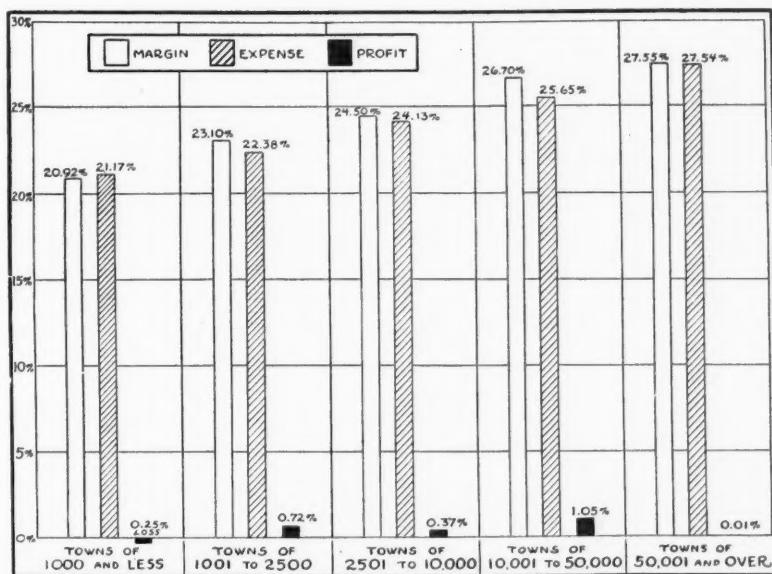
First, the large store in the small town sells much low margin merchandise. A side line of implements usually sold at a close margin, sales of automobiles and tractors, gasoline and kerosene affect the average. Fertilizer, salt, seeds and wire fencing are other lines that often do not carry the margin they should.

Second, the large store in the large town has an intense competition for factory business and for the building and painting contractors' trade. Much factory business is solicited on goods bearing a margin of only 10 per cent to 15 per cent. The salary

The Hardware Dollar



A comparison of merchandise costs, operating expense, interest on investment, and net profit in hardware stores, based upon the average dollar of gross sales for 1923 and 1924.



A Comparison of Experiences of Hardware Stores in Large and Small Towns

and expense of special salesmen necessary to get this business is 10 per cent or more of sales. This leaves but a small amount to apply on general overhead. Builders' hardware is, too often, sold on a short margin basis.

The working of both these influences is apparent in towns of medium size.

How About Expense?

Margin goes up as towns become larger and down as sales increase.

The trends of expense are precisely the same as margin.

The chart on this page illustrates the progressive increase of both margin and expense from small to large towns. No attempt is made in that chart to illustrate the experience of stores of different size. A glance at the tables following will show the difference.

A study of expense shows only three items besides interest on investment which amount to over 1 per cent of sales—these items are: salaries, rent, and delivery. The principal discussion will be on those three, not that the others are unimportant, but in the limited compass of a single article it is preferable to discuss those which account for most of the cost of doing business.

What's the Matter with Salaries?

The tables show how salary percentages fall as volume increases and how they rise as the towns become larger.

The most natural explanation would be that merchants in large towns pay higher salaries and that large stores pay lower salaries. The first assumption is correct as indi-

vidual salaries are one-third higher in large than small towns, the towns of medium size falling between the extremes. The second assumption, that large stores pay lower salaries, is incorrect. Large stores pay clerks one and one-half times as much as the small stores and owners allow themselves almost twice as much.

How then was it possible for the larger stores to reduce the percentage? Manifestly, each person employed in selling must have sold more, and that is proved by the following table. For convenience, average daily sales are used. Only that part of any person's time spent exclusively in selling was included. Sales for each person employed, whether owners, salesmen or bookkeepers, is given in the other tables following this discussion.

In the four groups having total sales under \$100,000, sales for each salesman are slightly smaller in the large towns. In stores selling over \$100,000, sales for each salesman are a great deal less in the larger towns.

When comparing stores of dif-

ferent sales in towns of similar size a very pronounced difference appears. Sales for each salesman are from 50 per cent to 150 per cent more in the largest stores.

These figures are only average. Many individual stores show better than average results and those are the stores that invariably make a profit.

A third chart illustrates the reduction in per cent of salaries and rent and the increase of delivery expense as sales grow larger.

Rent Paid by Hardware Stores

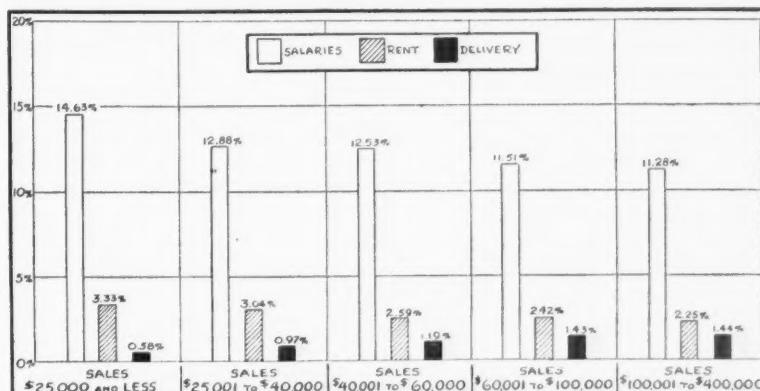
From 1½ to 6 per cent! Rather a startling variation. Rent shows the same tendencies as salaries—up with the population and down with the volume of sales. Without sacrificing profit entirely, a merchant can not afford to pay much more for rent than the average in stores of like sales in towns of similar size. To compare with your rent divide the amount paid for the year by your sales.

You say rent cannot be reduced? Perhaps so. But some merchants by a careful rearrangement of stock have been able to give up part of the space occupied, or use that space for some new line that would help increase sales.

In the past three years, the average rent paid has increased from 2.23 per cent to 2.52 per cent on sales. This means that rent in 1924 was 13 per cent higher than in 1922.

Delivery has received far too little attention from hardware men. The merchant, who a few years ago used a boy with a bicycle for small packages and hired a truck or wagon for larger articles, now has his own truck and his own driver. Besides wages he has to pay for oil, gas, tires, insurance, garage, and depreciation. There is always the risk of

(Continued on Page 5501)



How Salaries, Rent and Delivery Costs Vary for Large and Small Hardware Stores

Making the Co-ed's Gift Electrical

Windows and Advertising Will Divert Student Dollars to Electrical Dealers

By W. B. STODDARD

IN THE fall thousands of young men and women will be departing for college—making their first flight from the home nest. Every one of these young people needs something electrical and many of them need several items. Father and mother, big brother, uncle and aunt all want to have a part in outfitting the boys and girls, but in many cases do not know what to get. A straight talk to them regarding the comfort and convenience of inexpensive electrical appliances and portable lamps will solve the problem for many a perplexed relative. The ad that is both interesting and informative, in contradiction to the one that is merely general, will get this business. A couple of samples suffice to show the character of advertising best planned to secure the student trade.

The Union Electric Company, St. Louis, Mo., bordered its announcement with cuts of a dozen electric conveniences, while in the centre, surrounded with plenty of white space, was the suggestion:

When She Goes Away to School

There are many electrical devices that will make beautiful and useful gifts.

An electric percolator or samovar for her informal spreads, or for her own housekeeping.

A waffle iron or breakfast grill, or toaster, for breakfast or a midnight lunch.

A beautiful lamp for her room to add the touch of home, and give the correct light for study.

An electric iron or massage machine, or heat pad, or hair dryer, or curling iron.

In our store you will find a great many things for the girl who is going away to school. And for home use, too. All of these appliances operate from any lamp socket.

The Electric Shops, Chicago, Ill., also used electrical appliances as a border for its ad; but in addition, beneath each was a caption, some-

times amusing, sometimes practical, but all interesting. At the top was a cut of a college building, with students ascending the steps, and beneath it:

Electrical Conveniences for School Goers

Quite as important as good text books is a good light by which to study them. And if one would be the centre of after-class good times, an electrical grill or chafing dish is a proved path to popularity. Not listed in the catalogue as required equipment, perhaps, yet contributing much to the efficiency and enjoyment of school life, these electric appliances are offered particularly as gifts from Uncle or Auntie, and brothers, and chums of the school-going youth.

Among the catchy headings under the appliances were:

Grills—for the intensive study of fudge making. Also required in course on "preparation of spreads."

Sunbeam Grill—Just right for the boarding school girl. It toasts marshmallows to perfection.

Curling Iron—When there's precious little time for priming the electric curling iron gives quick assistance.

Plan Selling in August

Of course, the store located in a college town has the advantage of being able to appeal to the students directly, both through the newspaper and by window displays, for nine months in the year, but on the

other hand the merchants in the hundreds of other towns, if they arrange their publicity in August, before college opens, have the best chance of all—that of fitting out the student before he starts.

A special sale of one particular item will not only sell quantities of this article, but call attention to one's entire stock, and the campaign of the Mayfield-Woodcock-Thomas Company, of Champaign, Ill., where the University of Illinois is located, could probably be utilized to even better advantage by a merchant in a non-college town. It specialized on a certain type of students' lamp, and commenced with an ad:

When Daylight Fails

Some sort of light must be provided, for it's work, work, work, most of the time at college. And the eyes of the students are too easily ruined to tolerate the ordinary swinging, glaring, electric bulb.

Adjustable floor lamps, in simple old brass finish, are ideal for use beside the desk, study table, dresser or chair. The chief element in their favor is their genuine practicability. There are also desk lamps in old ivory, dull gold and bronze finishes.

Supplementing its newspaper ad-

A wise old owl for a student mascot! "Owl" design book ends, bronze finish.
\$7.00 the pair.

Grill—for intensive study of fudge-making. Also required in course on "preparation of spreads." \$13.00

Desk Sets—from the Gift Section—help to make one room look furnished
\$14.75 to \$18

Miller Floor Reading Lamp—adjustable shade. Choice of finishes, complete
\$6.75

Electrical Things for School Goers

For the first lesson in necessary use this little present gives quick assistance. The w—
\$6.95

When there's precious little time for priming the Federal Curling Iron gives quick assistance. Complete with drying comb and iron rest—
\$7.50

Autumn Brings Need of New Home Equipment

A new Farnsworth model, the base of electric sewing ma-
chines is now made of solid wood. A new style of furniture,
blending May Scott and Anna Anne patterns.
Easy Payments on Your Light Bills

New Prices on Electric Waffle Irons

Three-waffle style shown above with separate serving tray com-
plete—\$18.00

Two-waffle style shown above with attached tray now \$12.50
Similar style without tray—\$10.00

vertising, it fitted up a student's den in one of the windows. Across the background was a row of pennants representing many universities and colleges of the middle west. At one end was a table, chair and wastebasket. On the table was a pile of books, and a student lamp, so clamped as to throw its rays directly on the books. At the other end was a smaller table holding a number of volumes, a University of Illinois pennant and a lamp that threw its rays downward. A number of different types of lamp were shown on the floor close to the glass, with a card advertising a special sale of student lamps at \$2.75. A small window at the side of the main entrance was filled with students' lamps of different varieties, and on a card were the words "Students, Welcome! Get your study lamps here." College atmosphere in a college town!

Turning Inventory-Taking Into a School for Salesmen

BY RUSSELL R. VOORHEES

Why is an inventory?

Many a jobber has asked himself that question, and regardless of how much time he has put in on the problem, no complete answer has put in its appearance.

Sometimes it seems that the taking of an inventory has no other reason back of it than to show the amount of stock that the jobber has—unless one wants to check up against the inventory the bother of taking it, the extra work and the increased cussing that it causes.

That has been the way of inventory-taking for years and years, until O. W. Murphy discovered that this old pest—inventory taking—could be turned into a school and prove itself to be worth while.

Mr. Murphy is vice-president and general manager of the O. W. Murphy Co., wholesalers of automotive equipment at Lexington, Ky., but the idea that he has evolved is of interest to other jobbers because the same fundamental idea can be applied elsewhere.

Here's how they do it down in Lexington, Ky.

The inventory is taken during the week between Christmas and New Year's as that is the dullest time in the whole year for the house. The firm calls in its men from the road,



The Electric Shops, Chicago, Ill., fitted up a student's den in one of its windows to back up its lamp campaign.

and the men, together with Mr. Murphy, take the inventory together.

All of the salesmen help.

The salesmen go through the stock together and call it off and check it against themselves, so that they are constantly learning accuracy. But that is not all.

Merchandise Items Explained to Men

Mr. Murphy goes along with them and tells them about the various items as they come to each, if he thinks that a little more information would be of value to the salesmen. In that way the salesmen who are out on the road are given additional information on the various items that the house carries in stock. The men also learn exactly what is carried, information which comes in mighty handy when they take to the road again.

As the inventory is being taken, Mr. Murphy also instructs the men in the proper way to write their orders so that all orders for the same goods will be written in the same phraseology—which is a big help to the office and shipping department in handling the orders.

In taking the inventory the men change about, some calling off for a time and others checking against them. Then those who were calling off are put to checking and those who were checking are put to calling off. In that way the work never gets tiresome. And the fact that Mr. Murphy stays with the men all the time and explains different items as they are reached, puts a bit of pep into the whole idea.

The O. W. Murphy Company is trying to do away with "broken lots" in its orders so it is part of Mr. Murphy's duty to instruct the men as to how the various items are packed. Many men have been selling six of an article when they come packed ten in a box. It doesn't take much more effort to sell an entire box, and it means far less labor in the shipping department and office in handling the order. Teaching the men the different units in which the various items are packed has been one of the big results and worth while results that this new method of inventory taking has brought about.

Salesmen Learn of New Items

Jobbers are adding new items all through the year. The salesmen get acquainted with these new items but a little better acquaintance will not harm any salesman. By taking the inventory during a quiet time on the road no interference with business is encountered. During the week that the men are busy in the home office with the inventory taking, they get credit for all business that comes in from their territory just the same as they do at all other times. And they are paid a salary for their work in taking the inventory. It isn't quite as much as they average on the road but it really amounts to so much extra, since they get all of the business anyway. And more than that they are able to spend the holidays with their families and at home.

The men like the idea because it really is a decided change from their regular work.

Cutting Out Charge Accounts

After deciding to turn an electrical business over to a strictly cash basis, the question is, "How can I do this without bringing ill will?"

One electrical store used the following in newspaper advertising and display cards:

Why the Cash Basis is Worth While

Credit or Cash
Means: Means:

Higher Cost	Reduced Costs
Higher Profit	Smaller Profits
To cover this:	Better Service
Higher Prices	Lower Prices
Misunderstandings	Satisfaction

Beginning August 1 We Will
Sell for

Cash Only—No Credit Extended

To Increase Sales and Profits—

Increase Employees' Efficiency

In Both Selection and Training of Salespeople, Great Care Must Be Taken, If a Store Is to Be Successful

By LAWRENCE A. HANSEN

THREE is one definite lesson the retail merchant learns in his effort to build a growing business and to increase earnings. It is the necessity for keeping operating costs at a low level in relation to the sales volume of the store. This has been made even more necessary as competition has become more keen.

To do it, the merchant must increase turnover. In other words, he must increase sales, but in doing so, his original investment in merchandise inventory should be no greater, and the operating expenses of his store should not increase in direct proportion to the increase in sales volume.

This necessity for increasing sales—increasing production, it really is—is not a new lesson, but one which only is rediscovered from time to time in its true importance. In this effort to increase sales, merchants are more and more looking to their store help for organization.

Two Obstacles Are Small Salaries and Poor Attitude

Merchants are realizing that if sales are to be increased they not only must do better buying, but they must perfect the machinery that makes the sales. That machinery comprises both the "selling" staff, and the "non-selling" members of the store's personnel, who, through their service, make sales complete. All parts of the store's business machinery must work in close harmony. Each gear, each individual clerk, must mesh with the next, if a more perfect product is to be turned out, and the required sales are to be made. And it must be continuous.

But many have found that store management is not simply a problem of keeping the machinery in operation. Parts must continually be added. Employees leave and their places must be filled. Also, many smaller stores must find competent employees for the first time. Meet-

ing this problem is accompanied by two difficulties.

The first is the inability, on the part of the smaller store, to pay a large salary. Here is the small and growing store's greatest problem. "How can I get the help I need, at a price I can afford to pay?"

The other definite difficulty is the viewpoint of many young men and women: "I don't want to sell behind the counter. That's no job for me. There's no future to it." Happily, this attitude is fast disappearing. Young men and women are now realizing that a bright and golden opportunity lies in the business of selling merchandise, especially for those willing to work and work hard. Perhaps no better proof of this statement can be offered than to cite the following present-day tendencies.

Colleges all over the country are offering new courses in retailing with their regular curriculum. High schools are giving special courses in selling. In fact, many retail stores, large and small, are co-operating with these educational institutions. They take students into their stores to work each two weeks, alternating with the school.

With this increasing interest in "store selling," schools seem to be one source the merchant can look to in selecting his future sales help and executives.

The electrical merchant can properly recruit his salespeople from the

graduates of the high schools; especially from those with home-economic courses. These girls, who have been handling the electric washer, the cooker, the ironer, the iron, and other electrical appliances, both in the home and in their courses, are thoroughly competent to talk to the housewife in her own language. The technical high schools also are continually graduating mechanically inclined and trained young men. These young men should make good material for the electrical dealer to build on.

Experience Over-Emphasized as Requirement for Position

Yet, the truth is that there are many merchants who take little notice of these young men and women. The excuse made is, "No theory for me. I want someone with practical experience." Without question this attitude may be justified to a degree, but not wholly—for many retailers are finding that these graduates make good store employees.

Many of these people have had some practical part-time training. They are willing to enter the store at a low wage. They know they must learn. They know they must pay for their experience by way of lower wages. After all, the amounts asked will fall within "what the store can afford to pay". Hence, any store that can afford to pay its sales clerks only low salaries to begin with, should consider these suggestions in its search for new employees. Then, as these people acquire experience, and sales increase, bringing increased revenue, higher salaries can be paid.

But if the store can afford to compete with other merchants in paying its staff, it can, of course, go to the open market. It can draw from competitors, either by offering more money or by other inducements. But in either case, there are a few simple considerations which must be kept in mind in selecting this help. No one should be added to the staff simply

Selling requires confidence.

The salesperson must have confidence in himself.

He must have confidence in the goods he sells.

He must have confidence in the store he represents.

These requisites of a good salesperson come with experience and training.

"because he has sold before." It must be remembered that salespeople especially, have two positions to fill.

First, they must sell the merchandise. Second, they must act as the representative of the owner and manager in the store's dealing with the public. It is this fact, "they must represent the store, as well as sell the goods," that makes even more necessary the use of great care in selecting the personnel.

Some of the questions an employer should ask himself, in considering an applicant, therefore, are:

What is the applicant's appearance? Is he neat? Is his dress conservative? Is his language filled with street phrases, or is it gracious and acceptable? Does he present an air of success and confidence in himself? Has he a real interest in retail-store work, or is he just looking for a place to hang his hat? How will he shape up to assume responsibility? All in all, does he, by his manner, his talk, and his experience, sell himself to you? After all, this selling of merchandise is much of a game of building confidence.

Confidence Necessary for Salesman's Success

The salesman must have confidence in himself, and must be able to give to his customer that confidence he has in the merchandise he sells. But there also must be another kind of confidence. It is confidence in the store he is working for. In other words, a confidence in the policies and practices of the store in its dealings with the public, confidence that the store is trying to do a real job in selling merchandise.

This confidence can only come through an intimate contact with the owner or manager. Many merchants are criticized for trying to steer their businesses by sitting at their desks. They fail to spend time on the selling floor, behind the counter, learning just what the public wants first hand. It's the cause for many failures. Even an automobile needs constant inspection. It can't be driven all the time. Others allow so many diversified interests to take up their time that they hardly ever are seen with their associates.

One good way of achieving this confidence is to have regular meetings with the entire store force at which the three divisions of store problems can be discussed.

The first division might include subjects for discussion on mechanical details of the store operation. The better use of cash registers, where departments should be located, how merchandise should be stocked and displayed and so on. Many times employees will be able to offer suggestions in methods of doing things, such as wrapping bundles, filling out sales slips with the least possible time, etc. In this connection, it must be remembered that every bit of time saved, means so much more to use in making just one more sale.

The second division relates to the merchandise being sold. What are the selling points—how is the merchandise manufactured? How does it compare with other merchandise sold by a competitor? No one can give this information as well as the man who bought it to sell. He had a reason for buying it. It is a good plan to get him to tell these reasons to the people who are going to sell it in the store. Someone used these points to sell him. Why can't the sales people use the same points to sell others?

In keeping the selling staff acquainted with the merchandise being sold, the literature distributed by manufacturers can be used as a very valuable guide and text. At the same time, manufacturers continually are sending out representatives to show their dealer's sales people just how the merchandise is made, how it should be handled, and what points about it particularly interest the customer.

The third class of subjects relates to methods and policies in running the business. What is the policy toward cashing checks, toward allowing merchandise to be returned, and toward other questions which come up between customer and store daily? Consider also complaints of customers, and how they should be settled.

Constructive Discussions on Store Routine

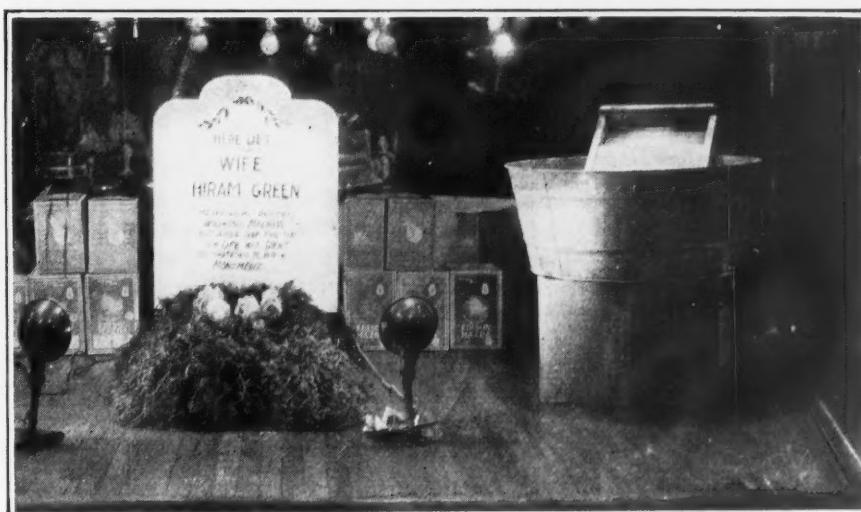
Friendly and constructive discussions along these lines tend to mold an organization together toward a common purpose. Each member feels a closer relationship to the business, by virtue of the fact all are in closer touch with the managing heads.

Many have called this activity "store training." It is, especially in the case of the newer members joining the store. But in another way, it seems it is just a means of bringing to the entire force what you, yourself, the manager, are trying to do in selling appliances—how you are trying to serve your community by giving them the merchandise they demand.

Give each employee, where possible, the opportunity to express his or her ideas. Through such expression they will take greater interest in their work. They will apply greater efficiency in accomplishing their individual jobs, and by reason of this efficiency, their individual productive capacity invariably is increased.

Sales climb, costs go down, and profits increase.

Tells Gruesome Tale of Old-Fashioned Washboard



It is a sad story, but an effective one. The inscription on the tombstone in this window, shown in "Electrical Sales Builder," Toronto, Canada, reads: "Here lies the wife of Hiram Green, He would not buy her a washing machine, But when over the tub her life was spent, He hastened to buy a monument."

Not a pleasant subject, but certainly one that will stimulate sales of electric washers.

Pacific Gas and Electric Company Plans \$5,000,000 Sales Campaign

Quota of \$800,000 Set for Electric Ranges
Alone—Co-operation with Dealers a Feature

INCREASED sales activity that will add 150,000 hp. of connected load within the next six months and which embraces the co-operation of power companies, manufacturers, jobbers, contractors, and dealers throughout northern California has been announced by the Pacific Gas and Electric Company. Every current-consuming factor, with the exception of lamp-socket devices is included in the plans for the sales drive, some of the major items being "bogeys" of 4,000 electric ranges and 2,000 electric water heaters.

This sales effort has been made necessary by the addition of approximately 300,000 hp. to the installed capacity of the system during the next sixty days. This increase in capacity includes the 80,000 kw. Moccasin plant of the city of San Francisco, now ready for operation, negotiations for the output being practically consummated; the 75,000 kw. Pit No. 3 plant of the Pacific Gas and Electric Company ready for operation July 18; and part of the output of the Copco No. 2 plant of the California Oregon Power Company that has been contracted for by the Pacific Gas and Electric Company. The plant will be ready for operation early in August. An outlet must now be provided for this extra 300,000 hp., and this \$5,000,000 sales campaign is the result.

Cooperation with Dealers to Sell Appliances

The sales drive, which is in addition to sales plans for the year involving budget expenditures of \$500,000, involves two major premises. In the first place, the company will not sell lamp socket devices directly. It will encourage the sale of these appliances through existing dealers. Direct sales efforts of the company, in co-operation with other branches of the industry, will be confined to the following:

1. Electric ranges,
2. Electric water heaters,
3. Electric air heaters of 1-kw. capacity and upward,

4. Lighting,
 - a. Kitchen
 - b. Lamp sales
 - c. Commercial
 - d. Signs
 - e. Industrial
5. Electric trucks and electric refrigerators,
6. Industrial heating,
7. Isolated plants.

More than 200 salesmen and sales engineers will be utilized in the execution of the plans. The plans were worked out under the supervision of Hugh M. Crawford, sales manager of the company. The actual

Under its budget for the next six months the Pacific Gas & Electric Company of San Francisco

Will Spend \$500,000 to Effect Sales of \$5,000,000

in electrical merchandise and customers' installations. All lamp-socket devices will be sold through dealers.

selling will, of course, be under the supervision of the local sales managers.

The range and water heater activities call for the installation of 4,000 ranges, representing an investment of \$800,000 installed and 2,000 water heaters, representing an investment of \$200,000 installed. The quota of the Great Western Power Company, which is working in close co-operation with the drive is approximately half this number of ranges and water heaters. Ranges and water heaters will be sold at list prices with exceptional terms to large dealers, department stores, household furnishing goods stores and furniture stores in order to secure their co-operation. A flat fee will be charged for installation. All wiring will be done by contractors.

The installation charges which are considerably cheaper than prevailing averages are:

	City	Terms	Cash
Range only	\$60	\$54	
Range and water heater..	80	72	
Water heater only.....	30	27	
	<i>Country</i>		
Range only	\$40	\$36	
Range and water heater..	60	54	
Water heater only.....	30	27	

Domestic, Commercial and Industrial Lighting Campaigns

Lighting activities will center around a kitchen-lighting campaign which will also include the sale of lamps, color and decorative lighting for the home. Commercial lighting activities will follow the same plan employed a year ago, with the co-operation of manufacturers, jobbers and contractors. A traveling display similar to that of the California Electrical Bureau will be taken over the territory and demonstrated to merchants. In industrial lighting a number of trained illumination salesmen will canvass all factories, survey lighting conditions and recommend improved lighting systems. In increasing sign lighting, salesmen will work in co-operation with sign manufacturers.

Cooperation with Manufacturers

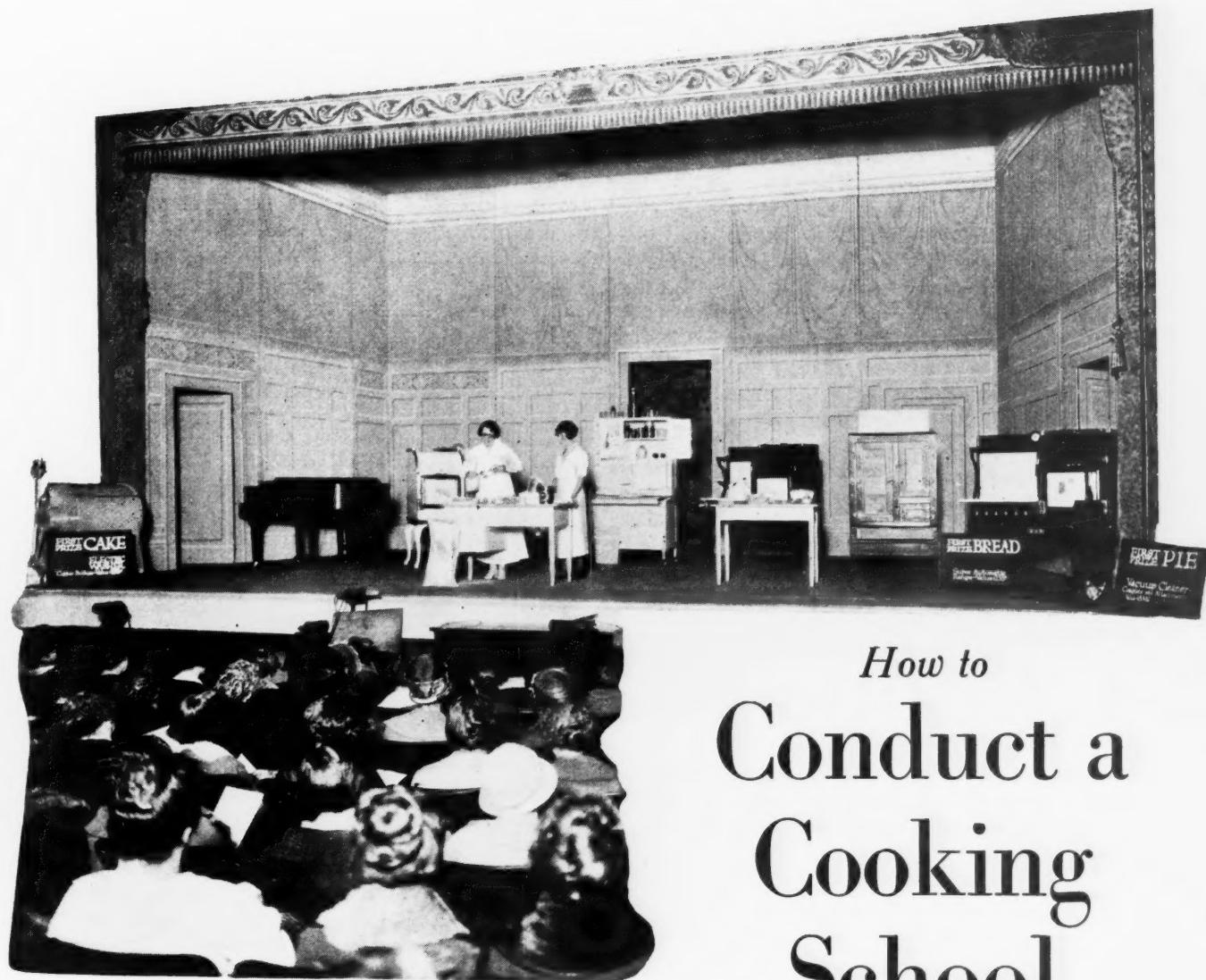
The power company will handle all contracts for installation even when the range is sold by some other agency. Competitive bids will be asked from contractors on the wiring. Terms offered to consumers on ranges and water heaters are one-tenth of the list price down and the balance in twenty months. All salesmen will work on a salary and commission basis. Bonuses will be paid salesmen, and standard campaign methods will be employed with contests of various sorts.

A large amount of direct-mail and newspaper advertising will be employed. Work is under way at the present time in recruiting the sales force necessary to execute the drive. Classes are being held, and salesmen are being given the necessary training to equip them for the work.

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The Stage Setting of the Cooking School at Spokane, Wash.

Experience from Twenty-one "Schools" Attended by 51,810 Women Points to Methods That Will Insure Success

WHEN an electric cooking school can be conducted annually in a community for three years, bringing out an increasingly large attendance each season, with the figure for last year placed at 12 per cent of the entire population, it is obvious that this medium has become one of the important factors in electrical publicity.

The cooking school idea has been perhaps more generally adopted on the Pacific coast than in other sections of the country; over twenty such community enterprises being featured in California, Oregon and Washington during the past year. From a more or less questionable initial experiment in publicity, the

idea has grown to the proportions of a community institution and an obligation on the part of its sponsors to continue the affairs annually. Mistakes of course were made in the early attempts, and improvements have been added from year to year, until a regular technique has grown up which practically insures success for the endeavor in advance.

Should Be Sponsored by Leading Newspaper

The fundamental theory of the community cooking school requires the co-operation of some third agency, which in most cases, and ideally, is the leading newspaper of the city. This gives the neutral character to the demonstrations

which would be absent were they to be sponsored by the power company or an electrical manufacturer. The newspaper's interest in the event, of course, insures adequate publicity.

The interest of manufacturers of supplementary equipment and food stuffs can also be readily enlisted in a neutral affair, with the result that prizes for the baking contest are forthcoming and also that the newspaper is amply repaid in advertising for the attention given the school.

The event is best advertised as a school in "modern" cooking, rather than in electrical cooking, the implication that best results in modern practice can only be obtained through the use of the accurately controlled

How to

Conduct a Cooking School

and properly insulated electrical equipment being a stronger recommendation than any direct praise could be.

It has been found advisable also to have local sponsors for the school and great care is taken to secure the most important names among the club women of the city as patronesses of the affair. Every element and section of the community is considered and the leaders are asked for the support of their name. In view of the educational character of the program, and the standing which it has maintained from year to year, it is not difficult to obtain this backing.

Baking Contest Feature Excites Wide Interest

One of the most important features of the school is the baking contest which has, in each case, been its concluding feature. This has brought out wide interest, extending even beyond the attendance at the school. The articles may be baked upon any range, but must be compounded of foodstuffs advertised in connection with the school. This, of course, gives a tie-in with the newspaper's advertising campaign. The first prizes in each department are major electrical appliances—range, washing machine and vacuum cleaner, with donations of foodstuffs as supplementary rewards.

A popular touch in connection

with this baking contest has been the auctioning off of the foodstuffs at the conclusion of the judging in the interest of local charity. Over \$600 was raised in Portland on one occasion in this way. This insures popular good will, and adds markedly to the publicity given the affair. It also takes away from that curse of baking contests—the dissatisfaction of the housewife who has not won a prize but who has paid out considerable money for ingredients. If she feels the donation has been made to charity, her mind is at ease.

Where a broadcasting program can be given from the local station in conjunction with the school, a far wider audience is reached. In many cases, the newspaper conducting the affair will also be responsible for one of the centers of community broadcasting and this can readily be arranged.

Recipes Distributed Free of Charge

It has been found advisable to pass out an outline of each day's program to the audience as they arrive, in the form of a menu. The recipe for each dish is given and with this, times and temperatures for cooking with electrical equipment. The ease and accuracy with which the electric range can be operated is impressed upon the housewife here, and later during the talk of the instructor. Later, these recipes are issued in a booklet by the newspaper and distributed free of charge. Requests were made for 15,000 of these cook books following the most recent cooking school conducted by the *Portland Oregonian*.

Lessons
for Friends
ing

We bring the newest and easiest in cooking to you. In addition to her training at Co- op, Mrs. F. M. Clegg has attended numerous cooking schools throughout the United States and is a favorite dishes of many state and city girls spent six weeks in laboratory work in

Cooking Contest
Premier Thermo Vacuum Cleaner

A question box is kept always at hand where questions from the audience can be received and later incorporated into the lecture. A good method for drawing out this type of response has been found to be the distribution of cards at the time the programs are given out, leaving space for the question and the name and

address of the housewife. This feature of the program has a human interest side which makes it particularly popular. It also gives the demonstrator the opportunity to explain in detail the advantages and the operating details of the electric range without appearance of unnecessary advertising.

Some question was raised as to how small a town could furnish an adequate audience to make the conducting of a cooking school worth while. Experience on the Pacific Coast would indicate that any community from 4,000 to 10,000 in population will support an electric cooking school if the event is properly handled. Figures on the attendance records at twenty-one cooking schools conducted in the West during 1924 are illuminating.

Attendance at Electrical Cooking Schools

Community	Population	Total Attendance at School
Portland, Ore.	365,000	8,000
Klamath Falls, Ore.	7,500	1,250
Roseburg, Ore.	6,500	3,000
Medford, Ore.	8,500	2,400
Grants Pass, Ore.	5,400	1,599
Albany, Ore.	6,500	1,800
Corvallis, Ore.	7,500	2,200
Seattle, Wash.	428,000	10,000
Spokane, Wash.	128,000	8,000
Mt. Vernon, Wash.	4,000	1,100
Honolulu, T. H.	3,000
Hilo, T. H.	1,600
Kahului, T. H.	360
Reno, Nev.	12,000	960
Richmond, Calif.	17,000	1,150
Dinuba, Calif.	3,400	1,250
Selma, Calif.	3,200	870
Corcoran, Calif.	1,100	650
Santa Cruz, Calif.	11,000	890
Watsonville, Calif.	5,000	970
Salinas, Calif.	4,300	860

Total attendance..... 51,810

The outstanding achievements in attendance are those at Roseburg, Ore., where 800 women were enrolled in the course, or one-twelfth of the entire population of the town; and in Spokane, which secured a total

A question box is kept always at hand where questions from the audience can be received and later incorporated into the lecture. A good method for drawing out this type of response has

Interest in and desire for electrical cooking devices must necessarily benefit the industry, and as time goes on, and the speed and convenience of this kind of cooking is realized, sales will be greatly stimulated.

NEWSPAPERS LEAD IN STAGING COOKING SCHOOLS

St. Joseph Housewives Comment Very Highly on the FREEZERATOR

MRS. A. J. AUGUST

Mrs. A. J. August says the Kelvinator has been the joy of her home for six years.

MRS. B. F. WEIL

Mrs. B. F. Weil will be glad to tell you of her experiences in preparing frozen delicacies in her Kelvinator.

This is taken from a newspaper advertisement of C. L. Kennedy, St. Joseph, Mo. Mr. Kennedy uses the pleased comments of

his customers to carry his selling message to his prospects. Women are always interested in this type of message.

Using "Testimonials" in Selling Electric Refrigeration

WHATEVER women think of the opinions of an expert they have a great respect for the opinions of their neighbors. If Mrs. Smith tells Mrs. Brown that electric refrigeration is better and cheaper than ice, Mrs. Brown will be nearer sold than if ten salesmen had told her the same thing.

As an application of this old truism, C. L. Kennedy of St. Joseph, Mo., has consistently used in his electric refrigerator advertising the names of his customers and their comments on different aspects of electric refrigeration convenience.

"Whenever I sell an electric refrigerator," said Mr. Kennedy, "I keep in close touch with the customer to make sure that she is getting perfect satisfaction. In this way I have no difficulty in getting letters from the customer stating how pleased she is. Always securing the writer's permission, I have used a number of these in ads and as a part of window display. For instance, in a window display recently the large cards which carry the different selling points of the refrigerator were rendered much more effective by carrying with the selling message the name of a well-known St. Joseph woman who owns one. The following are typical:

Mrs. W. W. Wheeler never has odors carry from one food to another. Electric refrigeration produces dry cold.

Mrs. Leda Morrison never has her clean floor all tracked up by icemen —she has an iceless refrigerator.

Miss Ida James has cubes of pure ice for her table, made in the ice tray of her electric refrigerator.

Prominently displayed on the electric refrigerator in this window was a card stating that this refrigerator had just been sold to a St. Joseph housewife; giving her name and address. The whole effect created was that many St. Joseph people were buying electric refrigerators and were all very much satisfied with

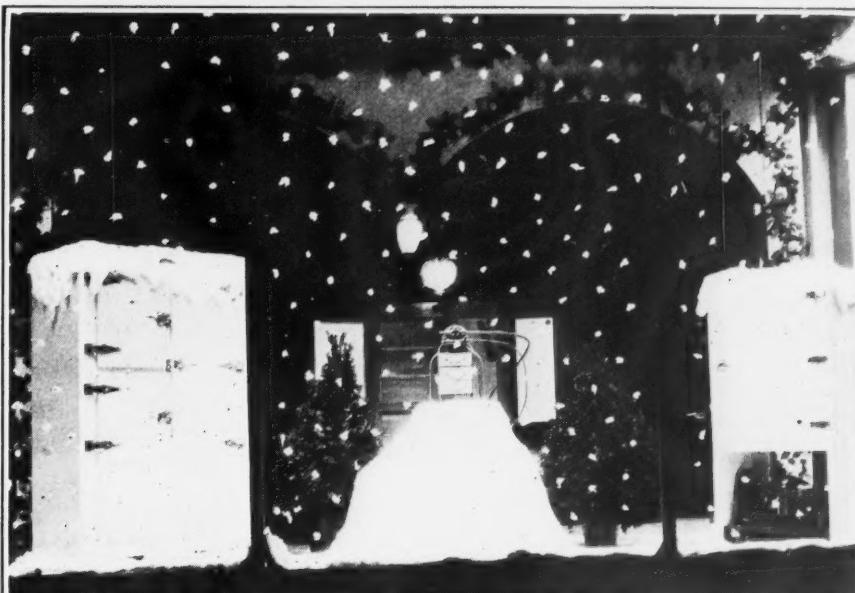
them. At this stage of the game it is highly important that these facts be hammered home to the buying public: that electric refrigeration is for their comfort now, that it is inexpensive, gives no trouble and that many of their neighbors use and endorse it.

Selling such a health and comfort-creating appliance as an electric refrigerator is performing a valuable service to the customer which he is glad to return by helping sell his neighbor.

That is what Mr. Kennedy is doing and his increasing sales are demonstrating that his method is right.

A Cotton Snowstorm for an August Window

Coolness was stressed in summer refrigerator window display of the St. Joseph Light and Power Company, St. Joseph, Mo. To the inspiring spectator, the window carried a message he couldn't forget. The floor was covered with cotton wadding powdered with diamond dust, as also were several small fir trees. In the centre was a big (cotton) snow bank, on which reposed an electrical refrigerating unit. In the rear was a white archway hung with green vines, through which there was a view of the various electric appliances on the floor of the salesroom. The big snowstorm was produced by pasting innumerable little tufts of cotton to the glass.



The big idea to push forward in refrigerator selling is coolness; coolness without bother. The St. Joseph, Light and Power Company,

St. Joseph, Mo., emphasized coolness by showing a snow scene in its refrigerator window display.

Passing On the Profitable

Selling \$60,000 Worth of Washing Machines Annually

Last year the Bunting Hardware and Machinery Company of Kansas City, Mo., sold 600 electrical washing machines to the tune of \$60,000. Miss Yoe, manager of this department, explained that the results obtained were principally due to two main points. They are:

One, building a list of prospects. This was done by writing letters to the present owners of washing machines and asking for a list of their friends who might be interested in a washer. The company offered to pay these submitters of lists two dollars for the name of each woman who later bought a washing machine. The submitters' names would not be mentioned to the prospects without their permission. This idea brought in the names of thousands of leads and many a two-dollar bill was given away as a premium for suggesting a future sale.

Two, getting the machine into a prospect's home for a demonstration. This was accomplished by having the prospect sign an agreement which is shown herewith. The agreement is self explanatory to the prospective customer and she feels no qualms

Bunting Hardware and Machinery Company,
810-12-14 Walnut Street.

I hereby agree to accept this machine for a thorough demonstration in accordance with the following conditions.

If it washes my clothes satisfactorily I will make a down payment of _____ after the demonstration.
If it does not wash satisfactorily you will agree to take it back without further argument.

Deliver _____

Kansas City, Mo.,

Date _____

Address _____

Signature _____

Demonstrate _____

Salesman _____

References (1) _____

Phone _____

References (2) _____

Phone _____

Occupation _____

Remarks _____

Copy of agreement made between the Bunting company, of Kansas City, Mo., and prospective customer. The form is so simple that the prospect can easily see that it has no strings tied to it and does not obligate her in any way. No machines were returned after being placed in a home on this agreement.

about signing it because it does not obligate her in any way. The company has yet to take back a machine that was placed in a home in this manner even though the customer is to be the judge as to its satisfactory operation.

These two points plus an efficient outside sales force of four people, were the main factors in bringing in this \$60,000 worth of washing machine business.

A good prospect list and actual demonstration bring in the sales.

Trade-in Campaign Sold 736 Percolators in Two Weeks



A two-weeks' campaign put on by the Valley Electrical Supply Company, Fresno, Calif., put electric percolators into 736 homes by an offer of \$1 for the old coffee pot as payment on the new percolator. No house-to-house salesmen were employed.

but good use was made of direct-by-mail and newspaper advertising. A quota had been set of 734 percolators based on five per cent of the residence consumers in the district. The results of the trade-in offer made a good window.

A "Millinery" Window of Radio and Electrical Goods

"One of the most effective windows we every displayed" is what Charles Brown and Sons of San Francisco, say of their recent "spring hat" window, built entirely of electrical goods and hardware. There were continuous crowds about the display during the day and evening and many customers took the trouble to come inside the store to congratulate the company on its success. The window was made a pictorial feature in one of the local newspapers, with copies of the individual hats reproduced, which added still more to the numbers who blocked the sidewalk.

The display consisted of some fifty specimens of millinery art made up entirely from products sold by the store and labelled with cleverly worded signs. Thus the "Electric Rainbow" hat, which the card explained, had "both flash and color." Inasmuch as this was made up of colored electric lamps, arranged with a flasher so that the different colors came on and off in succession around the hat, the title was not inappropriate.

The hats were designed and carried out by the various departments of the store, a prize being offered for the one thought cleverest. The award went to the radio department, which produced a "Radio Headset" made up entirely of articles familiar to the radio fan. The name was particularly appropriate.

Experience —

Sales Ideas Gathered
by the Editors

QUESTIONNAIRE WEEKLY SALES STIMULANT SERVICE

This Week's Subject:

"Let the Other Fellow Chase the Rainbow"

Question No. 1—Have you a little gold mine of your own?

Answer _____

Question No. 2—How may you best obtain the gold from it?

Answer _____

Question No. 3—What does your work require for your greatest success?

Answer _____

Name of Salesman _____

IT IS IMPORTANT that you return this card IMMEDIATELY upon your careful reading of the enclosed unit of the Sales Stimulant Service.

Each salesman of the Danbury & Bethel Gas & Electric Company, Danbury, Conn., receives a questionnaire of this nature every week. It works wonders, according to L. T. White, new business manager, in

stimulating the salesmen's interest in their jobs, and, in turn, it increases their sales. The questionnaire, accompanied by a "go-get-'em" letter "makes the salesmen think" about their work.

Weekly Letter and Questionnaire Stimulate Sales

Salesmen of the Danbury & Bethel Gas & Electric Light Company, Danbury, Conn., never lose interest in their business of selling electrical appliances. Each week, L. T. White, new business manager, addresses a "go-get-'em" letter to each of the salesmen, including himself.

The letter is accompanied by a questionnaire, as reproduced on this page. "The questionnaire makes the salesmen think," declares Mr. White, "and they like it. Every salesman is provided with a folder in which he files away the weekly letters. Some of the men read all the back letters every week."

Here is a sample of one of the letters:

Let the Other Fellow Chase the Rainbow

The best place to look for pay ore—gold—is right in front of you—in your present job.

How much better off all of us would be if we would tackle our present jobs in the spirit in which the gold prospector seeks his precious metal.

There are thousands of small businesses over the country that need only the enthusiasm and industry of a real "gold digger" to turn them into bonanzas.

Every man who has a job has an opportunity—an opportunity to strike "pay dirt."

The gold is there—no chance, no luck, no gamble—just plain, diligent application is needed to find it.

The biggest mistake a man can make is to forever chase the horizon. "On yonder hill" the fields are no greener. Every job requires persistence, industry, pluck.

Every business man and every professional man thinks that his job is the hardest, the most peculiar, the gaudiest in the world.

But remember this: the harder the job, the better it pays.

A street car conductor sells rides all day long, but he draws wages only a little better than those that are paid for common labor.

It isn't easy to sell a locomotive crane or a ten-ton truck. If it were the salesmen for these machines would be drawing conductors' salaries.

Stake off your gold mine right where you are. Let the other fellow chase the rainbow.

The best salesmen are not those who have waited for success, but who have taken it; besieged it; conquered it and have made opportunity the servitor.

Yours for revenue,
L. T. WHITE.

Capitalizing Hot Weather for Refrigeration Sales

During a recent "spell" of extremely hot weather, the Malden (Mass.) Electric Company displayed a large punch bowl at its Melrose store filled with ice-cold fruit punch bearing the legend, "We Make Our Own Ice By Electric Refrigeration. Step in and Have a Cool Drink."

And they did step in.

Something Electrical, Including a Smile, for Every Customer



"Place your wiring accessories where they can be handled, your fixtures where they can be seen and your lamps well toward the middle of your store. So much for store arrangement. Even more important it is to greet your customer with a smile, know his name if possible, remember what

he bought the last time he was in, and take a personal interest in his problems." This in brief is the recipe for success as practiced by F. A. Jahnke of the Electric Furnishing Company of Spokane, Wash., whose friendly shop is shown here. Mr. Jahnke's precepts seem excellent.

There Is a Profit in This \$60,000 a Year Washer Business

How One Salesman, Backed Up by Advertising, Window, and Store Display, Sells Four Hundred Washing Machines a Year for Young & Chaffee, Furniture House of Grand Rapids, Mich.

NEXT to the show windows, the most valuable display space in any store is where all the shoppers and customers must pass; directly within the entrance. This space is valuable because it can be made to work—to produce sales. And it is profitable to study the market for the merchandise that will pay the most returns for the use of this 100 per cent display location. And also to consult the experience of other successful merchants.

Young & Chaffee, a large furniture store of Grand Rapids, Michigan, devotes this just-inside-the-door space to displaying electric washers and this element of prominent store location is point number one in the story of their \$60,000 a year electric washer business.

By a process of trying other locations first and finding them unprofitable they hit on the store entrance position as the place where the washer paid a profit.

Four hundred washers a year are now being sold. And this is store business. No canvassing, no crew methods are employed. One salesman, an ex-service man who knows washers and knows selling, does most of the selling and demonstrating and what little repair service is required.

Tried Other Methods

J. M. Montgomery, department manager and buyer, is the man who developed this successful washer selling plan after other methods had been tried without success.

"The firm's experience with washers dates back several years, said Mr. Montgomery. We have always regarded the washer favorably as a profit maker, and the first plan tried for washer selling was an outside canvassing and selling crew, reinforced by advertising. At this time, the washer was displayed in the basement with the other kitchen and laundry equipment.

"This did not result in a profitable volume of sales and another store display plan was adopted. A model kitchen as a washer background was installed. This kitchen was advertised in addition to regular washer advertising and the outside crew was retained as a main factor in bringing

ad, offering a premium and playing up the small down payment, \$2.50. The premium is offered only during the campaign. After the first half-page ad, which is always run on Sunday, we have about 200 lines devoted to the washer in our regular store ads which appear five days a week.

"For one week at the beginning of the campaign, we always have an exclusive washer window. And the washer is always in the front of the store location.

"We do not try to close washer sales in the store. Our salesman, P. D. Mool, takes one step of the selling process at a time, and the first step is to get the washer into the home. So he concentrates on getting a demonstration.

Get the Demonstration

"This demonstration is the important thing. Here is where the greatest sales effort must be concentrated. It makes or loses the sale. For that reason every step of this demonstration is planned with care.

"The salesman does the whole washing, finishes the wash and cleans the machine. He never leaves the house until this is complete. During the washing he explains the good features of the washer but is careful not to try to make it too apparent that he is selling the woman. And when the washing is done he does not even try any high-pressure salesmanship.

"This easy, tactful, suggestive selling usually results in the customer herself bringing up the matter of signing the contract. We have made her want to buy the machine. When she does not come forward with the desired suggestion, then the salesman brings up the lower down payment, the easy monthly payments, and the great comfort and convenience of the electric washer as a labor-saving device.

"There is no trial period. After the

HOW TO USE premiums to close sales and to keep collections prompt.

How to increase washer sales
by a small down payment.

How windows bring pros-
pects in and what windows
pay best.

How prospects can be made
to want to sign the contract
without strong-arm methods.

in the business. This plan was not a success either.

"The third plan—which is our present method, was then tried out as an experiment. We engaged one good man on a drawing account and commission. We put in a window and ran a strong half page. This was to start the campaign and followed it with space of about two hundred lines in each of our regular ads five times a week. We put the washer in the front of the main floor salesroom, right at the door where everybody who came in would see it. We also offered a premium to be given free to every purchaser during the week. The salesman was posted at the washer and in that first week he landed thirty-two sales.

"This method has been used continually since, about a year and a half now, and it has solved for us the problem of how to sell washers.

"We run this same campaign now about five times a year. Each one opens with a half-page newspaper

one demonstration the washer is brought back.

Between campaigns, Mr. Mool follows prospects. In his outside work his selling method adheres to his sales policy of one selling step at a time. The store's reputation is used as an introduction. He dwells on

the long established reputation of Young & Chaffee for reliability and fair dealing. And on these calls his objective is a demonstration. When the demonstration is obtained, the selling is done over the machine in the customer's laundry.

The premium has demonstrated its

efficiency in closing sales. The hesitating prospect needs only this additional reason for doing it now, and as the premium is offered only during a restricted period, a week or a month, the writer asked Mr. Montgomery if the customer did not ask for it in the between-campaign periods.

"The salesman uses the premium after the campaign," he answered, "both to close the sale and to insure good collections. He puts it to the prospect in this way: 'Now madam, you want the convenient tub stands at this time. I can't give you this free as a premium but I will make you a special proposition. If you will sign the contract this morning, I will send out the tub racks. They will be yours free of charge, if you will promise me to make your payments promptly. If every payment is made on the date it is due, the racks are yours free of charge when the washer is fully paid for.'

"This works extremely well. The woman uses the tub racks every week and it is a weekly reminder to keep her payments up."

"Speaking of

premiums, the best premium we have used is the set of two tub racks. They do not cost a great deal. They are a real help in doing the washing and the fact that there are two of them makes it appear as though the customer was getting an unusually big inducement.

"Another real reducer of sales resistance is the low down-payment. Two dollars and fifty cents is a small amount to weigh against the comfort and convenience of the electric washer. Our monthly payment policy requires that payments cannot be extended over more than a year.

"We do not advertise the amount of the monthly payments, and our advertising never mentions the full purchase price. The only money figure that appears is the small down payment of \$2.50. This is played up strong, and this is what the salesman talks about. He is selling a washing machine for \$2.50, and giving a valuable premium free.

"Also, the machine is priced for time payments at 10 per cent above the cash price. And this time price is the one that is quoted when the customer asks the price. Then, if they want to buy for cash, as many do, a cash discount of ten per cent can be given.

Action in the Windows

"Our windows share with our advertising the responsibility for bringing in the shopper. And we try to get some action in the windows. Action is what attracts the attention.

"We recently used an 'Is he alive?' window. One of these men who pose in windows as a wax figure. He first posed over the wash tubs in a frowsy get up and then curtains were drawn and he appeared next posed at the washing machine in a tuxedo suit. This brought large crowds to the windows and attracted many into the store."

A simple and inexpensive motion window was obtained by attaching balloons to the moving parts of a skeleton machine. This kept the balloons in motion and provided a pretty and attractive display that caught attention.

To summarize the whole story, then, premiums were used to close sales and keep collections up to date. A small down payment is asked. Sales are made by proceeding one step at a time. No strong-arm methods are used in persuading the prospect to buy. Selling efforts are fully backed up by displays and advertising.

Here it is! ALL THIS WEEK Special Demonstration and Special Offer!

AND AT PRICES ANY HOME CAN AFFORD

WITHOUT EXTRA COST

One pair of sliding tub racks included without charge with every washer during this sale only.

\$2.50

PLACES THIS



Electric Wash Machine IN YOUR HOME

This Remarkable Offer is For a Few Days Only
NEVER BEFORE

Has an electric Washer of the type and high quality of the been offered at such astoundingly low and convenient terms. Just \$2.50 down, and a will be delivered to your home. No woman can afford to labor over the old wash tub when such an offer as this is possible. But this offer is for a few days only, so immediate buying is urgent. It's the opportunity of a lifetime.

READ CAREFULLY

The washes everything clean in 10 minutes. The only wash machine that washes semi-soft collars clean without rubbing. The Air and Water Pressure Method washes the finest fabrics as well as overalls and blankets absolutely clean, and its heavy copper tub has a capacity for 15 gallons of water—5 to 7 gallons more than many others.

The has a GAS HEATER for keeping the water always hot. It also sterilizes the clothes. *This heater is included at no extra cost.*

Wonderful New

TURBO-VAC

The Laundry Queen Turbo-Vac has proven to be a very efficient clothes washer of a different type.



Housewives find the Wringer the greatest ever. Its "cushion rolls" wrings thick and thin materials equally well at the same time and will not crush buttons or tear clothes. The operates for less than 2¢ an hour. It is a family-size washer, yet it takes up very little room and is easily cleaned. It is sold with a Money-Back Guarantee.

Easy Weekly or Monthly Payments Arranged on the Balance to Suit You.

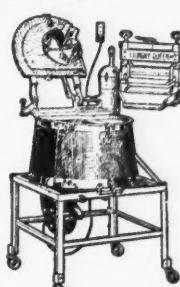
\$2.50 Places This Electric Washer

IN YOUR HOME

We have thousands of satisfied users of the Laundry Queen ask your neighbor—and the new Turbo-Vac. Laundry Queen brings out entirely new principles in washing clothes

Come in, see both of these superior type Electric Washers—compare them side by side and then choose.

This is an offer you simply cannot afford to pass up.—Act now!



Young & Chaffee Furn. Co.
122-124-126-128 OTTAWA AVE., NW.

The opening ad in a Young & Chaffee washer campaign is one half page in size. The full price of the washer is not mentioned. The premium and the low, down payment are the selling points emphasized.

We Must All Start Thinking in Terms of

"Profit on the Retail Capital Invested"

That Is What Counts—Not Mere Gross Volume of Appliance Sales—The Present Is a Time for Fact-Finding and Getting the Net

By JAMES H. McGRAW, Jr.*

Vice-President in Charge of Electrical Publications
McGraw-Hill Company, Inc.

FOR fifteen years everybody in the electrical appliance field has talked "sales," "gross volume," and "how to get the business."

Yet, gentlemen, today it is not gross volume of sales we want. It is profit on the *retail capital invested*.

When the electrical industry was busy connecting up from three million to thirteen million homes with electricity, volume was the thing. There were so many opportunities to sell, that it was perfectly natural for every one to think only in terms of volume. To be normal you had to beat your last year's record by 50 per cent. If you went broke doing it, all right—there was always somebody else just as excited about the future, to take your place,—or else you got more credit from the jobbers and started all over again.

I do not believe that the electrical industry was any worse in this matter than any other rapidly growing industry. But there was this difference—we had the electric utility companies with their big investments in plant and equipment acting as a forced draft on the distribution of household current-consuming merchandise. They needed kilowatt-hours from domestic consumers. They obtained for our industry and the manufacturers gross volume.

But *retail profits got lost in the shuffle*. Net retail profits were not considered necessary at that time. Kilowatt-hour profits were much more important. Compared with the sewing-machine industry, the central

stations speeded us up twenty years or more, and gave us a tremendous retail momentum.

New household devices evolute through certain cycles before they are generally accepted by the public, and here time is a very important factor. Take carpet sweepers, aluminum cooking utensils, sewing machines, etc.—the electric utilities in the case of electrical appliances shortened this cycle by about twenty years. But they have left us with growing pains, or, worse still, with the wrong point of view.

WE have been worshipping at the shrine of *gross* when we should have been putting our forget-me-nots at the feet of *net*.

All is not lost. Growing pains hurt. But if we take proper care, there is no need of dying from them.

We must all be willing to help rearrange the pieces in the puzzle. Properly spelled out, the answer must be "retail net profits."

The first step is to quit talking gross, and turn most of our so-called promotion effort into nose-counting and fact-finding. Right now *Electrical Merchandising* is making a careful study of retail markets, and of retail costs as applied to different types of electrical outlets. What the average retailer does not know about his costs is stupendous.

HOW many so-called electrical dealers were oversold on washers? I know one dealer that has had three doses of washing machines. The first two he lost money on, the present set-up is showing a profit. The first two were predi-

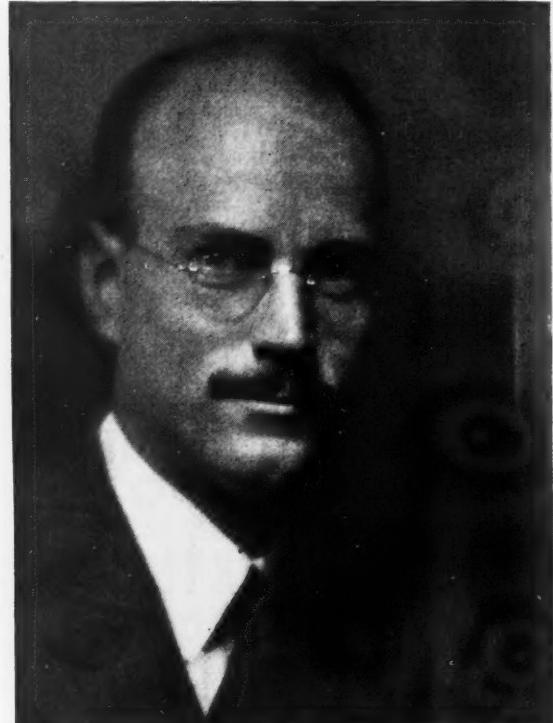
cated on volume alone, the existing deal was based on possible net profits. This was poor sales management and the wrong point of view. It costs the industry money.

With radio, did we benefit from our washer experience? Most of us did not. Overnight radio developed tremendous volume—the public demand carried us off our feet. In the light of three years' experience, how many electrical dealers have really made money because of radio, taking into consideration the other parts of their business? It is my opinion that 50 per cent of the dealers would be better off today if their radio business had been cut in half—and the public would not have suffered from lack of service. It is hard to talk business sense to "wild men," but a high percentage of returned radio goods and a reduced volume on other standard lines should be a stimulant to sales conversations that sound like "The Letters of a Self-Made Merchant to His Son." I am convinced that a dealer sales program which is based on common sense will, over a reasonable period of time, build and hold the largest audience.

* * *

NO MATTER what the urge or the seeming necessity,—any future plan that sets aside dealer profits for gross volume, should be shunned like the plague. Let us all agree, as retail electrical men, never more to worship at the shrine of *gross*, but ever at the feet of *net*!

*From the address by Mr. McGraw, before the Westinghouse Agent-Jobbers' Association, Hot Springs, Va., May 29, 1925.



Floor Salesmen Paid 7% Commission

**Electric Appliance Men in Hudson's,
Detroit, Earn \$4,000 to \$5,000 a Year**

ONLY floor salesmen are now employed in the electrical-appliance department of the J. L. Hudson Company, Detroit. Four men are used to sell washers and ironers, and two women demonstrate ironers in the homes of customers, or on the floor when not busy outside.

The electrical laundry equipment is displayed in booths on the tenth floor. All makes of washers and ironers carried in stock are mounted on a platform about six inches high. Machines of each type are grouped together in open "booths" on this platform, the booths being formed by movable ornamental screens each about four feet high.

The purpose of these booths is to make it easier for the salesmen to hold their customers' attention, by shutting off the view of all machines of types other than those which they are demonstrating. Thus, if a certain customer is interested in a washer of the oscillating type, she finds all machines of this type grouped in one booth; machines of the vacuum cup type are grouped in another booth; those of the cylinder type are in another, and several machines of somewhat special type occupy booths to themselves. There are ten booths in the larger of the two displays and five in the other.

Plays No Favorite of Lines

"We merchandise washers and ironers just as we merchandise other lines—furniture for example," A. J. Rock, the buyer, points out. "We want the public to know that we have an electric utilities department and that if they are in the market for a washer or ironer of any type, they can come here and buy it. We formerly rotated our ads, featuring one make of washer or ironer one week, another the next, and still another the third. Now we are advertising them all together, and we let the people take their choice. We carry representative makes of all types and if we have any favorites, we don't tell the people so."

"We pay our salesmen a straight seven per cent commission; they sell on the floor only, and each one makes from \$4,000 to \$5,000 a year.

They receive \$36 per week as a drawing account against 7 per cent monthly settlements. This system evidently pleases the men because our salesman turnover is at a minimum—the youngest in point of time having started nine months ago. The men are satisfied due to the fact that they are *all* making good money in the face of present bad conditions. This arrangement enables us to secure the very highest type of salesmen; men who know how to treat customers as well as how to sell; men who can apply pressure with a velvet glove.

Down Payments Average About Twenty-five Dollars

"We demonstrate the machine on the floor, telling the customer how easy and simple it is to operate, and explain that she can use it as soon as it's delivered. Where a prospect demands a demonstration in her home, we require a deposit of \$10 and, while the deposit is returned in case she doesn't keep the machine, she feels more obligated to take it than if we granted promiscuous demonstrations for the mere asking.

"We are getting larger down payments than formerly, also. Selling on the floor to prospects who come to us, we are able to ask and get a larger payment than we could

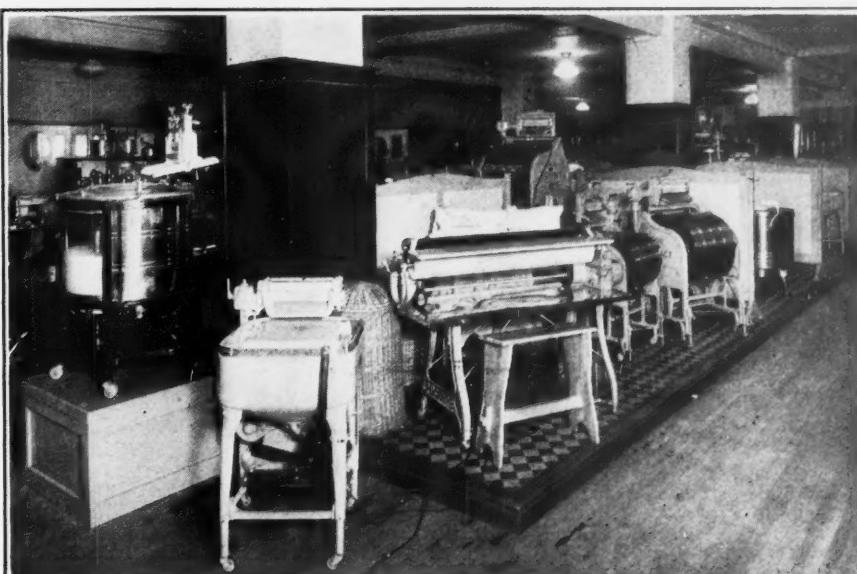
through outside salesmen. Our down payments now average \$25.

"We have found, too, that approximately twenty-seven of every thirty prospects who come to the store are actually sold on a certain machine in the first five minutes. It takes longer to complete the transaction, of course, but they have really decided to take that machine within five minutes after the salesman begins to demonstrate it. As a rule, the prospect's neighbor has a machine that has given satisfaction and that is the machine she is going to buy. This being true, we sell her the machine of her choice, with no influences operating to make her dissatisfied with it.

Don't Recommend Any Particular Machine

"For this reason also, we don't recommend any one machine as the best and we don't undertake to recite the merits of all the different types or makes. It is common practice for a prospect to ask the salesman confidentially which machine he considers the best, but almost as surely as he commits himself, the prospect will say, 'Why, that's odd—so and so told me that such and such a machine is by far the best on the market.' We find out first what machine the prospect favors, or at least what type, then we sell her that one.

"This not only results in greater satisfaction on the part of the customer, but it speeds up our sales, which is very much to the advantage of the salesman and of the store."



Machines are displayed on a platform six inches high and grouped according to type. Movable, ornamental screens form booths which keep the groups separate and serve to concentrate the interest of the prospect on one particular type of machine. There are fifteen booths altogether. "We play no favorites," says Mr. Rock, the buyer.

Cooling the Customer

Summer fan sales were stimulated by O. H. Hewlett, owner of the Brooklyn Wireless Company, 1035 Flatbush Avenue, Brooklyn, N. Y., by the novel means shown. A radio set and an electric fan were placed on a wicker table beside two wicker chairs, under the spacious awning. Passers-by were attracted by the inviting coolness and many stopped for a moment or two in order to rest themselves and enjoy the breeze. It was not long before this man's entire stock of electric fans was gone. Many potential buyers have become active prospects because of the very refreshing moments they spent in the cooling breeze of this fan.



Grouping the Electrical Coolers

Editor, *Electrical Merchandising*:

This fan advertisement was recently used in Chicago, and dominated the newspaper page on which it was placed. We have associated with the electric fan, all manner of electrical appliances for the saving of labor and inconvenience to the housewife during the heated term. "Electric cooking for the warm days of summer," has been the subject of numerous talks by one of our Home Service women over the radio. We have adopted for our summer slogan, "Come out of the kitchen," and have grouped around the time-honored electric fan, those of the many electrical appliances which work out to the decided comfort of the housewife during the hot months of summer. The effect has been very gratifying.

Yours very truly,

COMMONWEALTH EDISON COMPANY

Dana H. Howard

Cold Cash from August Heat

Electrical Merchandising Pictorial, August, 1925



Two hundred motors on the floor of the salesroom make a most impressive display. In the rear is the machine shop, with a

loading platform opening direct on a driveway for trucks. An overhead trolley system and motor trucks do away with much

of the labor formerly necessary in handling the heavy motors. The floor is of a special composition which will not chip.

Merchandising Motors

Los Angeles Dealer Has Highly Specialized Sales, Installation, Engineering and Repair Departments—Of These, the Sales Department Is the Most Important

MOST electrical men think of problems of window decoration, store arrangement and counter salesmanship in terms of shining electrical appliances, plush drapes, and glass show cases.

Because it looks like a piece of machinery, rather than a household article, the electric motor usually has not been included in the class of "merchandised" goods, but has been sold, or sometimes not sold, by the methods of the old-fashioned store keeper who gave his customer what was wanted, providing the customer came in and asked for it.

F. T. Broiles, of the International Electric and Machinery Company, Los Angeles, believes that the principles of salesmanship, which have been proved good in other lines of merchandising, should be applied to the sale of electric motors. He has studied every phase of the selling problem in this field, and has put his ideas into practice in arranging his shop, handling his repair depart-

ment, and training his salesmen, with the result that he sells motors.

So satisfactory has been the growth of the motor business, Mr. Broiles has recently found it necessary to erect a new building which will allow him greater space for the various departments of the work. This building has been designed to fit the particular needs of the business and in itself embodies many of the proprietor's progressive ideas in motor merchandising.

Three Things Considered

Care has been taken in the laying out of departments, arranging facilities for loading and unloading and the transporting of materials within the establishment to conserve space and to provide for efficiency in handling, as well as to present a good appearance to the public.

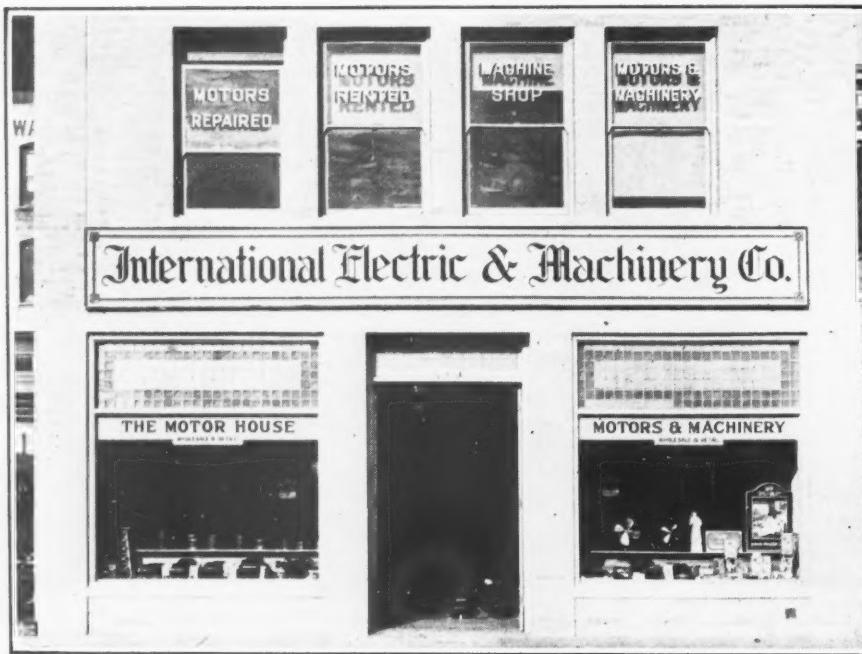
The display windows provide accommodations for attractive displays of small motors and accessories. These windows are changed

regularly. One of the easiest pitfalls into which a motor dealer can fall, according to Mr. Broiles, is to allow his windows and store to look like a junk shop.

Motors may not in themselves make for beauty of display, but they allow the introduction of motion. They will turn windmills, operate pumps and run little animated figures with excellent effects. These displays not only lend an air of prosperity and quality to the establishment, but they actually bring sales.

The uses of the small motor in the household are not fully appreciated by the housewife, and are little advertised. A window display illustrating some of the conveniences of the motor about the house, from kettle scouring and knife sharpening to shoe polishing, brings immediate results in increased sales.

A study of the windows brings the customer to the front door. Here he can get a view of the main sales-



The windows are kept always attractive with displays of small motors and accessories. The entire building has been designed for the sole purpose of merchan-

dising motors successfully—and with the assistance of a capable corps of salesmen under Mr. Broiles' direction, it accomplishes its purpose.

room, where a display of 200 motors on the floor offers a most impressive sight. These are symmetrically arranged and offer a workmanlike appearance. Small articles and boxed material, as well as heavy parts which must be kept in stock and at hand when called for, are neatly stored on shelves and under the counters which line the walls.

Large Machine Shop Is Always Busy

There is no pretense at making the appearance of this salesroom over-elegant. Motors are not parlor appliances. However, everything is neat, substantial and shipshape. A customer does not feel that he has strayed into a scrap-iron shop by mistake. It is apparent at once that he is dealing with an establishment which knows its business and undoubtedly will be as satisfactory and painstaking in prescribing for his needs and handling his account as in arranging the store interior.

Behind the display section is a large machine shop. This is always busy and leaves a good impression of the activity of the organization. A customer likes to deal with a business which is obviously a thriving concern, one to which other persons besides himself entrust their affairs. The main electrical shop is on the upper floor where light is available from skylights directly on the work, and where the inevitable noise and activities in the salesroom will not interfere with work.

The shop arrangement has been studied out so that the servicing of motors can be carried on in half the time which formerly was necessary in the old shop, with a consequent saving both to the customer and to the shop. The rear entrance to the building opens onto an alleyway, so that trucks with incoming and outgoing material may back up to the loading platform.

Overhead Trolley System Eliminates Extra Man

An overhead trolley system handles all material which goes direct to the sales floor. The installation of this machinery has saved the services of a man who otherwise would be required to assist in unloading and handling heavy motors.

Motors entering for repairs are mounted at once on a small wooden truck, or platform, on which they remain throughout their transportation from one department to another. They go first to the inspection department on the first floor, where a large test panel is installed for assistance in detecting troubles. If the trouble is mechanical, such as with bearings, etc., the motor remains in the machine department.

If the difficulty is electrical, the motor on its platform is transferred to the hydraulic elevator and transported to the second floor. Here it is passed from department to department, depending upon the repairs needed. All repairs completed, parts are delivered to the assembly

department. Here it is reassembled and thoroughly tested for several hours, after which it is forwarded to the paint department. Painting of course, is not strictly necessary, but the cost is small when the paint is applied with air, and the impression made upon the owner is quite worth the extra expense.

The departmental method of handling repair work makes for greater speed and for better results. The men can become specialists in their particular work. It also allows the tracing of defective work to the particular man who is responsible.

Electrical Department Is Divided Into Units

The machine shop consists of four lathes, drill presses and bench drills, power saw, power press and other needful equipment. The electrical department on the second floor is segregated into units, with one work bench for each line of work, small motor repairs, rewinding section and the like.

There are six work benches in all, each completely outfitted with several test switches so that the worker can complete his job at his own bench, avoiding loss of time and the confusion which results from moving work from one end of the building to the other and back. A separate stock room is maintained for the repair department, as well as one for the contracting and installation department.

The installation department is a separate section headed by an efficient foreman. The stockroom clerk of this department exercises particular care in checking material in and out on each job. This item is

Placing Motors in the Class of Merchandised Goods

Because it looks like a piece of machinery, rather than a household article, the electric motor usually has not been included in the class of "merchandised" goods.

F. T. Broiles, of the International Electric and Machinery Company, Los Angeles, believes that the principles of salesmanship, which have proved good in other lines of merchandising, should be applied to the sale of electric motors.

"Fordizing" the Electric Motor Service Business

Specialization in all operations of motor installations and repairs and the substitution of modern machinery to do the work formerly done by man, have produced a high degree of efficiency in the shop of the International Electric and Machinery Company, Los Angeles.

The shop arrangement in itself has reduced the time required for servicing motors to one-half of that which was formerly required.

one of the common sources of leaks with most contractors.

In order to make workmen careful and to raise the standard of work, it has been laid down as a rule of the house that all corrections of defective work are made on the time of the electrician who was at fault. As a result of this policy, practically no complaints have been received during the last year—a record which reflects itself favorably in increased business.

Mr. Broiles credits much of the success in keeping down costs to mechanical helps in handling the motors. A small 3-ton crane is used for loading and unloading and the overhead trolley system, together with motor trucks with detachable platforms, cares for the material in the shop. The doing away with hand methods has saved the time of three men and has reduced costs on this one item alone about 40 per cent.

The most important side to motor merchandising, however, lies in the selling. Mr. Broiles continually has men in the field following up prospects obtained from all sources. Some of these prospects are regular customers who report their own wants, others are leads which have been obtained from newspaper reports of new factories to be erected, or from business reports of new enterprises underway. When a prospect is approached, his problem is studied thoroughly. The details of the work to be performed are obtained and analyzed so that all possible requirements will be known.

The matter of prescribing the proper motors for the work is turned

over to the engineering department. With their recommendations at hand, the customer is again approached and sold, not merely a motor, but the motor to meet his needs. In other words, the same principle is followed as that used by the washing machine salesman who does not sell metal and motors, but the service to be performed. Not only does this method produced satisfied customers, but it saves time in the end, by correcting the faulty methods of the owner.

In addition to handling of motors, Mr. Broiles has added several sidelines of machinery appropriately associated with the motor business.

These he handles as a manufacturer's representative. He does not keep a stock of the material, but takes orders for factory delivery. This is not only an attractive business in itself, bringing in profits without additional outlay of capital, but it also opens up leads for the sale of motors which can appropriately be sold as auxiliary to the machinery.

Decorative Appeal in Portable Lamp Ad

Advertisements comparing theater with home lighting have been used effectively by Marshall Field and Company, Chicago. One example is as follows:

The Effective Use of Light Is As Much an Art in the House As on the Stage.

Creating beauty or atmosphere on

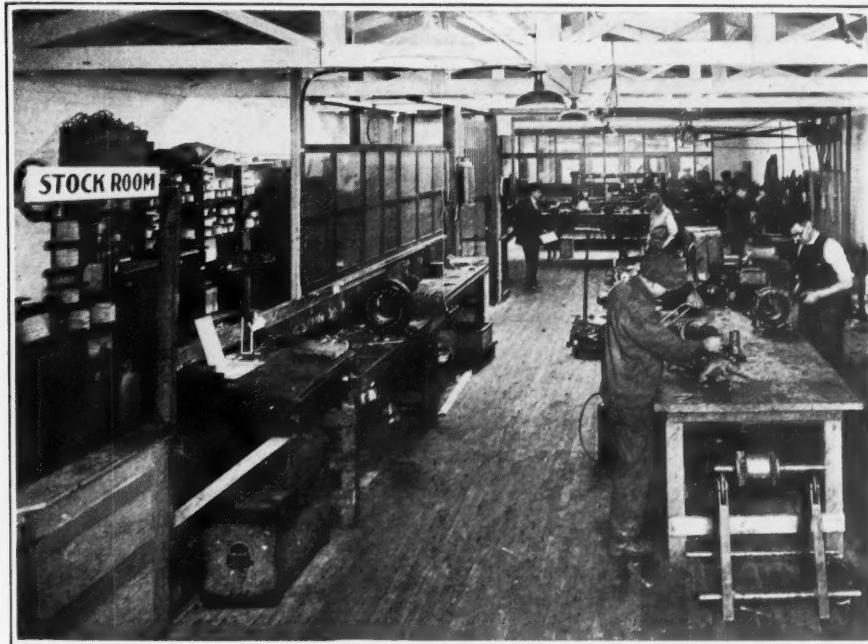
the stage by the use of light has already become an art or profession in itself, and is now the most important factor in theatrical settings. But we have found it even more essential in the house, when a room is to be given perfect charm and loveliness.

Ridding the Industry of a Black Sheep

The New York Electrical Board of Trade has unearthed one of the main reasons why the illegitimate cut-rate dealer can buy and sell at a ridiculously low price.

A man opens a place of business, obtains credit through fraudulent financial statements, and buys extensively for the avowed purpose of going bankrupt. He conceals his assets during the bankruptcy proceedings and later sells this concealed stock to cut-rate dealers. This form of activity results in standard materials coming on the market at prices which do not represent their manufacturing costs. Denial by the jobbers and manufacturers that they are disposing of their products at 50 per cent of their regular prices seems to have little effect, in view of the fact that such goods can be bought in quantity.

The Electrical Board of Trade is working with the United States District Attorney's office to rid the industry of this menace, and is to be congratulated on its firm stand in the matter. It will be of great benefit to the industry.

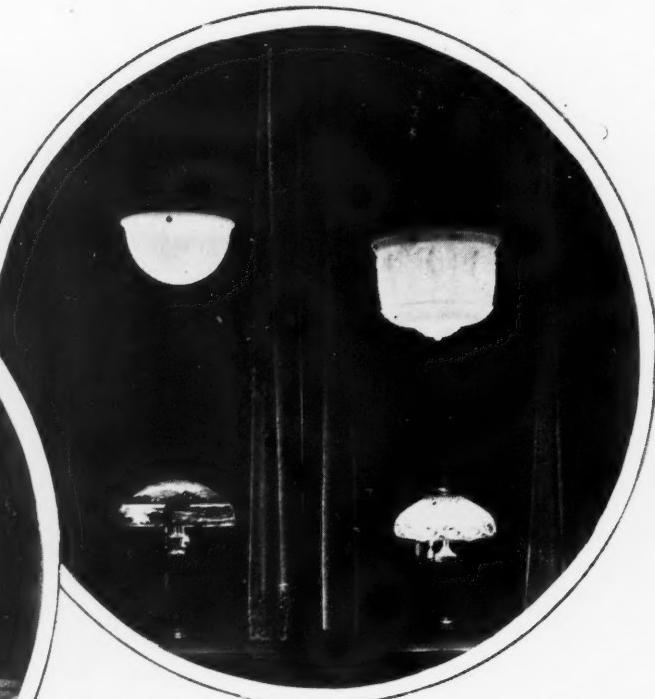
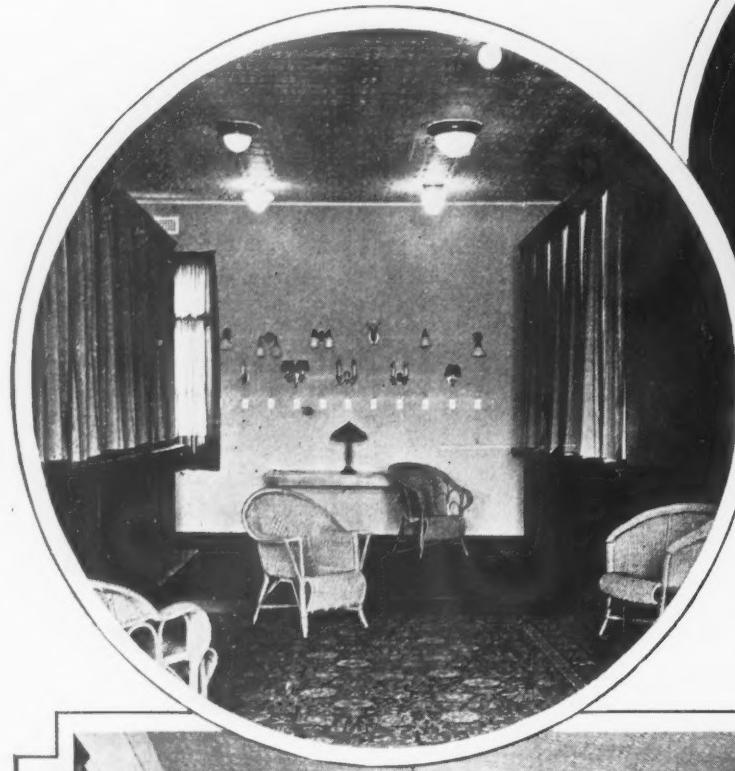


The electrical shop is on the second floor where light can be obtained from skylights and where the men are free from distractions which interrupt work on the ground floor. This work is thoroughly departmentalized, each man being a specialist in his own field. Mr. Broiles is the man in the center of the picture.

Editor, Electrical Merchandising:

Here are a few facts about our new electrical show-rooms in Perth, Australia, which may prove of interest.

The lighting fixture display hall, which is entered through a curtained grille on the left hand side of the main show room, has a series of twenty-seven compartments, finished in black and curtained in blue. Each compartment contains one fixture and one portable, individu-



ally controlled by switches hidden from view. Underneath is room for additional fixtures.

The compartments on the left are finished internally in black and those on the right in grey. The grey-colored cabinets are used for colored fixtures and those with the black background are for the all-white fixtures.



At the far end of the hall you will note various candle fixtures and other styles, each individually controlled.

Hanging from the ceiling of this hall are a few commercial type fixtures, also individually controlled by flush, tumbler switches. The floor is polished and covered with three carpets, the colors in which tone nicely with

the curtains and cabinets along each side. Our territory, Western Australia, is roughly equivalent to one-third the area of the United States, but has only a total population of little more than 350,000, of which 100,000 are within reach of light and power service.

You will see from the photo, that we carry

ranges, fans, rectifiers, dish washers, washing machines, appliances, vacuum cleaners, lamps, storage batteries, projectors, and sewing machines—all American products.

Faithfully yours,
Charles Atkins and Company, Ltd.,
894 Hay Street, Perth,
Western Australia.

A Display Idea from Australia

Better Profits from Better Store Plan

A Trip Through the "Average" Electrical Store Specially Conducted by a Man Who Has Surveyed 300 Stores

By W. A. BOWE
Commercial Service, General Electric Company

THE average electrical store is 21 ft. wide and 65 ft. long. It is 14 ft. high from floor to ceiling. This makes a total of 19,110 cu.ft., which average is the result of figures compiled from close observation of over three hundred electrical stores of various types in all parts of the country.

The face of our store, the exterior, represents it to the public, day after day, month after month. While the average electrical store has two windows, there are almost as many with only one. These windows we find are just over 8 ft. wide. The windows are 6 ft. deep. The store has a generous window height of almost 9 ft.

In arranging the exterior, we consider first the window base. The most satisfactory dimension determined in actual practice is slightly less than 2 ft. high. A window following these average dimensions permits the store to take advantage of displays created by experts employed by manufacturers and trade magazines.

Where a store is provided with either an unusually high ceiling or second-floor space, it has been found

worth while to construct display windows above those on the street level. Such windows are visible to traffic passing in automobiles or trolley cars as well as to persons passing on the opposite sidewalk.

There are several ways in which a store front can be given that important touch of distinctiveness. The color treatment of the exterior and windows is one method which entails little difficulty and expense. Where a new window layout is to be made, there can be adopted an original design which will impress the store on the public mind as "different."

Lighting Imparts Prominence to Windows

Sometimes even such apparently trivial details as design and tint of the valence give the correct finish and attractiveness. At night time,

lighting can impart a high degree of prominence, as well as effectively illuminate displays. The electrical dealer is expected to be a master in the art of lighting, and his windows, correctly lighted, often prove advertisements that provoke inquiries from other merchants. Passing

through the door, we gain our next impression of the average electrical store from the arrangement of space near the entrance. The 21-ft. width avoids any appearance of crowding. The floor cases, tables, and large appliances should be sufficiently close to the wall to provide a generous aisle.

A narrow store might utilize only one side for floor cases. A wide store, on the other hand, can locate displays in the center of the floor, so that there are two aisles instead one. Where possible, this is especially desirable, as the tendency on the part of the customers, prompted by this arrangement, is to proceed to the rear of the store through one aisle and return through the other. As a result, the displays are better and more closely observed.

The average electrical store is found to be less than 80 ft. long. In the majority of examples, part of this space must be used as a workshop. In consequence, the actual display floor is reduced considerably, because about 200 sq.ft. usually is necessary for the workroom.

When a store is cramped for display space and has less than 40 ft. in length for this purpose, a real

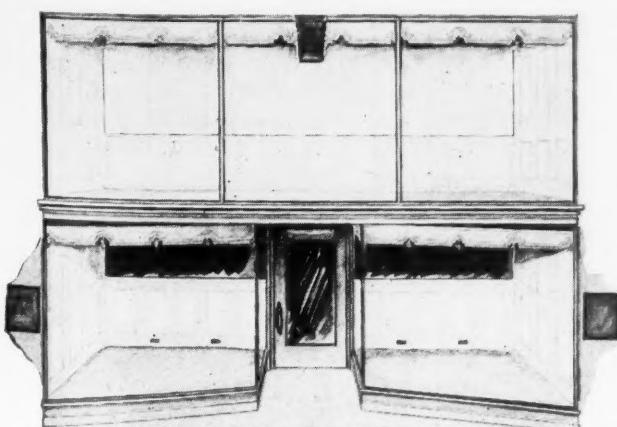


Fig. 1—Second-story windows are of considerable displays value to street traffic and passers-by on opposite sidewalk

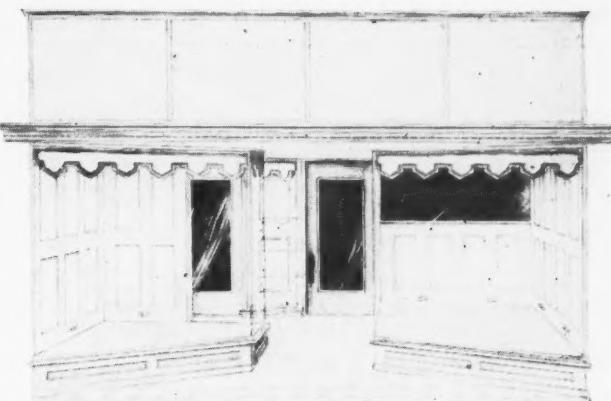


Fig. 2—This store provides entrance to upper floors without losing maximum width of windows

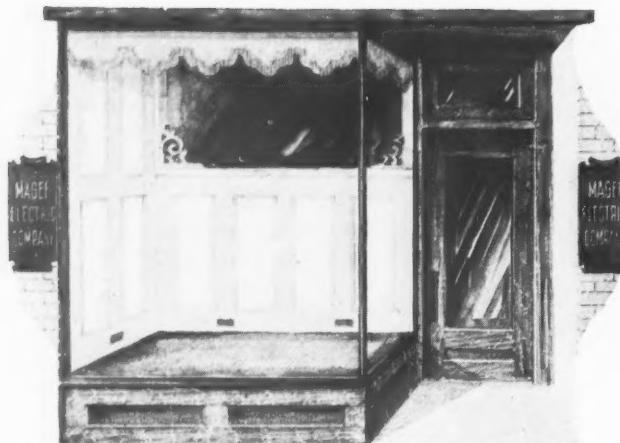


Fig. 3—Even the small store front can be so treated as to give the window its maximum attention and display value

problem presents itself. Under such circumstances, it sometimes is advisable to hang lighting fixtures from the ceiling, preferably in separate compartments above the shelving and floor displays. It is never recommended, however, that large numbers of fixtures be hung from the ceiling, because the result-

ing congested appearance does not allow a customer to concentrate on one or two fixtures.

So much attention has been given to the better planning of electrical stores that a dealer has only to consult his jobbers in order to have the experience of experts brought to his assistance.

A small store may be expensive if it does not give adequate display space for the merchandise to be sold. On the other hand, a large store may be found expensive if the space should prove so large as to require too great an investment in merchandise and store fixtures to properly fill it.

Much Wiring Business Awaits the Progressive Contractor

By M. LUCKIESH
Director, Lighting Research Laboratory, Nela Park

USUALLY, wired homes are not considered as representing any appreciable new wiring business. However, much has been done recently in establishing a standard as to the number of outlets—convenience and fixture—which a home should have in order that the lighting and other electric service may be adequate and convenient. Furthermore, recent surveys* have provided much detailed information regarding the status of wiring in present wired homes. Obviously, by comparing the present status with the conservative standard, it is possible to determine the amount of business still available in wired homes. This represents potential business of great magnitude in existing wired homes, regardless of any new building.

The specifications set up several years ago have stood the test of practice and may be considered conservative or satisfactory for convenient lighting from purely an utilitarian viewpoint. Decorative lighting is not included. A brief summary of the outlets exclusive of attic, closets, or exterior is presented herewith.

*M. Luckiesh; *Elec. Merch.*, Sept., Oct., Nov., Dec., 1922; Proc. N.E.L.A., 1923, p. 598; N.E.L.A. Lighting Committee, 1925.

Ceiling Outlets

One in living-room, dining-room, kitchen, hallway, bedroom, and five in the basement. There are 2.5 bedrooms in the average home. Total of 11.5 ceiling outlets recommended. Average of 8.6 per wired home at present.

Utilitarian Wall-Brackets

One in kitchen, two in bath-room, and two in each bedroom. Total of eight wall outlets recommended. Average of 2.5 utilitarian wall-brackets per wired home at present.

Convenience Outlets

One in dining-room, kitchen, hallway, bathroom, each bedroom, basement, and three in living-

room. Total of 10.5 convenience outlets recommended. Average of

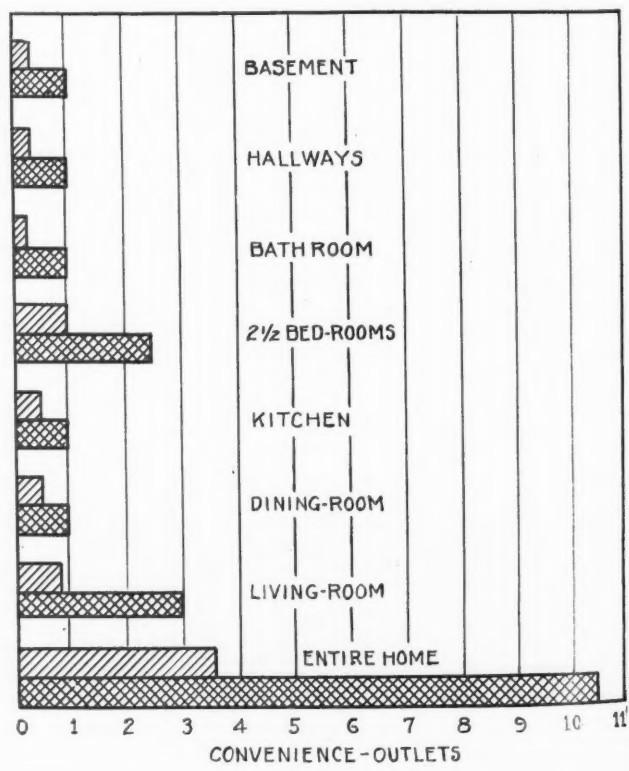


Fig. 1—Average number of convenience-outlets existing in various rooms and in the entire home at present. These are compared with recommendations which would bring the wiring of the home up to the standard of convenient utilitarian wiring and lighting.

3.4 outlets per wired home at present. By adding these separate items, it is seen that an average total of thirty outlets is recommended (exclusive of wall-switches and of outlets in attic, closets, and exterior) and that the actual number in wired homes is only half this. It is emphasized that these wiring specifications are conservative and, therefore, in best practice they would be greatly exceeded.

The distribution of convenience-outlets in the home is compared in Fig. 1 with the conservative recommendations. From this it is possible to see the deficiency in convenience-outlets in any part of the home.

The distribution of utilitarian wall-brackets in various rooms of the home is compared in Fig. 2 with the recommendations. It is seen that a great deficiency in such wall-outlets exists.

With these figures available we may compute the potential business awaiting in wired as well as unwired homes.

There are about twelve million wired homes in this country each of which needs at least fifteen more outlets. At \$5 per outlet, they represent \$900,000,000.

Six Million Unwired Homes in Reach of Power

There are about six million unwired homes within easy reach of central-stations at the present time and each of which will need at least thirty outlets. At \$5 per outlet they represent another \$900,000,000. Here is a total of nearly two billion dollars.

If all the homes in a community at present are wired, there is still an amount of wiring business equal to at least \$18 per inhabitant or about \$75 per home as computed on the foregoing conservative basis.

In new homes, it should not be difficult for the contractor to sell specifications exceeding the thirty outlets per home. If we include the attic, closets, porches, entrance, and garage, these should increase the total by five outlets at least. Furthermore, we can justify decorative brackets in the living-room and elsewhere. If we include wall switches an average of fifty outlets per home is by no means out of the question. The rate of building varies with the year and with the community, but in this country the average number of new homes built per year approaches toward the neighborhood of a million. Most of

these are wired for electric service. Wiring business does not differ from any other in that it must be gone after. With the vast amount of interest in lighting, and in electrification of the home in general, the progressive contractor should not find it difficult to get much of the potential business awaiting in wired homes.

Besides the many outlets which the average wired home needs at the present time, the contractor-dealer should be interested in the lighting equipment required. Each wired home needs on the average 5.5 additional utilitarian wall-brackets. At \$5 each, it is seen that these fixtures would amount to \$27.50 per wired home. Including other lighting equipment, such as modern ceiling fixtures, portable lamps, etc., the average wired home should have additional lighting equipment to the value of \$100 at least. This value is computed on a conservative basis.

Potential Business of Average Home Is \$175

Including the wiring which is needed, the average home represents a potential business of at least \$175. This is equivalent to \$40 per inhabitant. These computations could have been made on a less modest basis, which still would be justifiable. In such a case the values could easily be doubled.

Sufficient details have been presented in the foregoing so that any contractor-dealer may check these computations or may make his own upon his own basis of prices. He will find that this intimate view of conditions and possibilities makes the business outlook promising. The chief fly in the ointment is that this business will not come to him; he must go after it. But then this is usually true of dollars for they are not in the habit of being forward. They need a little coaxing.

A little thought and some energy must be forthcoming from the contractor first.

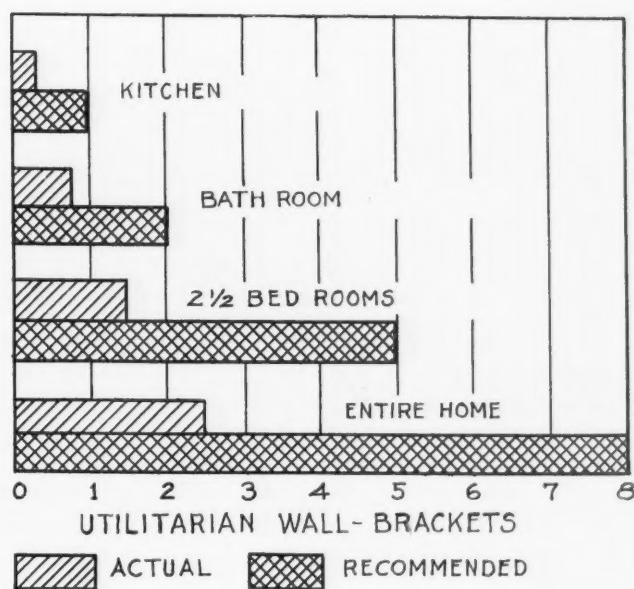


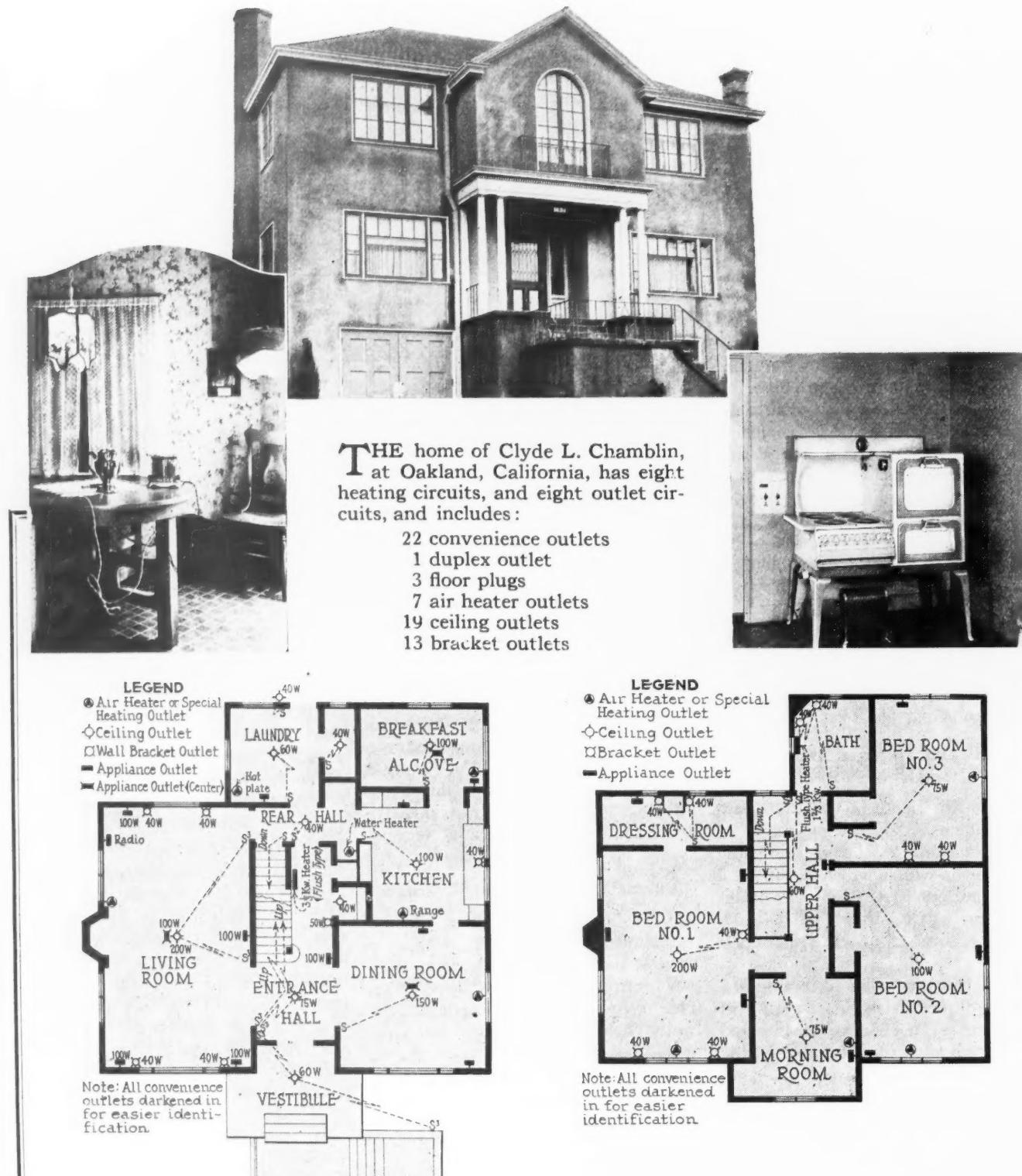
Fig. 2—Average number of utilitarian wall-brackets existing in various places in wired homes at the present time. These are compared with recommendations for the standard based upon convenient utilitarian wiring and lighting.

Co-operative Telephone Index for Home Builders

Many individual firms have issued calendars or cards for telephone addresses bearing their signature and telephone number to be hung up near the telephone for handy reference. Distribution of these cards is of course confined to the customers of the individual store.

The Illinois Electric Company of Los Angeles has reasoned that if such a card is appreciated and used by the customer, it would have value with a wider distribution. The company has therefore combined with eight other firms in different branches of the building or house-furnishing business in the issuance of a telephone directory. The names and telephone numbers of these concerns is of course given, and space is left for the names and addresses of others to be supplied by the customer himself. The whole is labeled Home Builder's Guide and is to be furnished to all who contemplate home building or furnishing who come into any of the various advertisers' stores.

A person making selection of wall paper therefore learns at once of the furniture dealer and the electric store where he may purchase the equipment for his home and vice versa. Inasmuch as the home builder is just the person who is in constant need of the telephone number of his builder, his architect and the plumber, this card is as a rule gratefully accepted and put to use.



Contractor's Home Completely Electrified

CLYDE L. CHAMBLIN, of the California Electrical Construction Company, San Francisco, Cal., and recently appointed a member of the Executive Committee of the N.E.L.A., has completely electrified his home, shown at the top. The first and second floor plans are reproduced above.

There are eight heating circuits and eight lighting and convenience outlet circuits in the home. A special feature is a metal shield fitted into the fireplace of the living room. This fits into slots into which it is inserted when the fireplace is not in use and prevents heat loss up the chimney.

A 3½-kw. heater in the entrance hall keeps the halls warm and also serves effectively as a central heating system when the weather is not cold enough to require heat in each room.

The porch has a light which is controlled by a switch in the hall and by a three-way switch concealed at the foot of the steps outside. This permits turning the porch light on and off before and after passing through.

Records of monthly bills show that with complete heating of the home by electricity, the cost has been from \$32 on the coldest month, to \$10 on warmer months.

When a Contractor Equips His Own Home

Some New Ideas in Electrical Convenience Achieved by Clyde Chamblin of San Francisco, Newly Appointed Member Executive Committee, N. E. L. A.

By C. GRUNSKY

ALMOST every electrical contractor has ideas as to how the convenience of a home could be improved by the more liberal use and proper location of switches and outlets. He does not always have the opportunity to try out his theories, however, and customers are sometimes reluctant to allow their homes to be used for the experiment.

Clyde L. Chamblin of the California Electrical Construction Company of San Francisco has utilized his own home at 836 Rosemont Road, Oakland, to put into practice his various ideas in this line. So now, when a customer is discussing a prospective home installation, Mr. Chamblin can say, "Well, in my own home we have it arranged this way and we find it most satisfactory." He is even prepared with figures of monthly bills to show that the cost of operation has not proved excessive in actual practice.

Heating by Electricity

The Chamblin home is, of course, completely electrified in the first place, with electric range and electric air-heating throughout. There are eight heating circuits and eight lighting and convenience outlet circuits in the home, with twenty-two single convenience outlets, one duplex outlet and three floor plugs, seven 20-amp. 220-volt air heater outlets, nineteen ceiling outlets, and thirteen bracket outlets. These are controlled by fifteen single-pole switches and ten three-way switches.

Among the special features of the Chamblin home is a special metal shield fitted into the fireplace of the living room. This fits into slots into which it is inserted when the fireplace is not in use, thus prevent-

ing heat loss up the chimney flue.

A 3½ kw. heater in the entrance hall, not only keeps the halls warm, but serves as an effective central heating system when the weather is not cold enough to require heat in each room.

The kitchen is equipped with a 10-kw. electric range at one end of which Mr. Chamblin has installed a special 20-amp. 220-volt receptacle for a portable air heater. This receptacle is connected on the bus bar of the range through a fuse block.

Some Wiring Conveniences

The table in the breakfast nook is wired with a duplex outlet on one leg near the top of the table. This is joined to a regular connection plug near the bottom of the center leg of the table that connects with the regular appliance outlet in the floor.

In the bedrooms, convenience outlets are installed in place of wall brackets, direct illumination at the bed or dressing table being obtained by bracket lamps wired direct to the furniture. This affords a more

flexible arrangement in a room where the housewife as a rule likes to move the furniture occasionally.

Good Porch Wiring

The porch light is controllable not only by a switch within the hall, but a three-way switch has also been concealed behind the buttress at the foot of the steps, adjacent to the mail box. This makes it possible to switch on the light before going up the steps in returning home at night and also to turn off the light after leaving, a convenience which few homes enjoy.

This idea could also be adapted to other situations where it is desirable to put on a light before reaching a certain place and to turn it off after leaving it.

Records of monthly bills have been kept which show that with complete heating of the home by electricity, the cost has not run above \$32 a month for the coldest month, whereas the average bill in the summer months is nearer \$10.

Electric heating is apparently superior to other systems of heating.

Here's an Idea for Wiring Up a Porch Light That You Can Sell to Your Own Customers

THE porch light of Mr. Chamblin's home is controllable not only by a switch within the inside hall, but also by an outside three-way switch which has been concealed behind the buttress at the foot of the steps, adjacent

to the mail box. This arrangement makes it possible to switch on the light before going up the steps when returning home at night and also to turn off the light after leaving, a convenience which few homes enjoy.

Code Questions and Answers

Discussion of Wiring and Construction Problems—
Nationally-Known Inspection Authority Answers
Queries of "Electrical Merchandising's" Readers

By VICTOR H. TOUSLEY

Chief of Electrical Inspection, City of Chicago
Member of Electrical (Code) Committee, N.F.P.A.

Opposite Polarity Wires Must Run Separately

QUESTION: Will only one wire be allowed in passing through the intake hole of any cabinet or outlet box where wiring consists of permanently exposed work or concealed knob and tube work?

ANSWER: The question in the mind of this writer is not specifically answered by any one rule of the code. Rule 701c requires that each opening in a hardwood cabinet be equipped with an insulating bushing. This rule also permits, in dry places, the use of flexible tubing in lieu of the insulating bushing. Rule 502e states that where concealed wires cannot be placed on insulating supports, the wires, if not exposed to moisture, may be fished, *if separately encased in approved flexible tubing*. Also, rule 502f states that "where a change is made from concealed work to conduit or armored cable, an approved terminal fitting shall be used which provides a separate bushed hole for each wire, etc."

It is the intent of the code that wires of opposite polarity shall not be run through the same porcelain bushing or through the same flexible tubing. The principle of this ruling is shown by rule 501i which reads: "Twin wires shall not be used, except in conduit or where flexible conductors are necessary." This rule is based on the general principle that a rubber covered wire should never come in contact with any other rubber covered wire of opposite polarity or with any material other than a non-combustible, non-absorptive insulating material unless the wire or wires are encased in metal. The code holds that a wire coming in contact with another wire of opposite polarity or coming in contact with any material other than a standard insulating material is more liable to cause a fire and for

that reason demands that the original insulation of the wire be reinforced or else that the wire or wires be encased in metal where if a fire occurs it will be confined inside the metal enclosure.

On the basis of this principle it will be readily seen that wires of opposite polarity should not be run through the same insulating bushing or through the same flexible tubing. Wires of opposite polarity are permitted to be in contact in the case of flexible conductors, not because this is considered good construction, but only because there is no practical way to avoid it and the number of fires that occur with flexible cord prove the wisdom of the code requirements.

Installation of Supports for Flush Switches

QUESTION: Header strips or supports must be used on all flush switches. This can be done alright in a residence under construction, but where a house is already built it seems impossible, unless it were in a cellarway where the header strips could be installed by knocking out the plaster and the resultant damage could be repaired and not be easily noticed.

ANSWER: As far as the writer knows, there is no rule in the 1923 Code specifying the manner in which a flush switch shall be supported. Rule 1205a, on the "Mounting of snap switches and flush switches," says: "Surface - mounted snap switches shall be supported at outlets where possible by $\frac{1}{4}$ -inch blocks

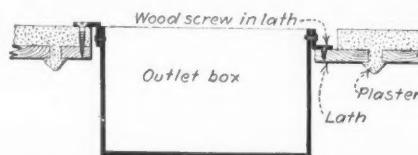


FIG. 1—SUPPORTING SWITCH BOXES

fastened between studs flush with back of lath, except when approved fittings or outlet boxes are used. When this cannot be done, base blocks not less than $\frac{1}{4}$ inch in thickness securely screwed to the lathing shall be provided."

It will be noted, first, that this rule applies to "surface mounted snap switches" and not to flush switches. It will be noted, too, that even with surface mounted switches, the support back of the lathing will not be required when "approved outlet boxes which will give proper support are used." Neither the rules on "conduit work" nor the rules on "outlet boxes" specify the details of supporting boxes. Rule 503e on conduit installation states, in the last sentence, that: "The entire system shall be securely fastened in position." It is, obviously, not the intent of the code to demand impossible provisions and, as the writer states, it is not practicable to provide the usual support back of the lathing in the wiring of an existing building.

Supporting Switch Boxes in Wiring Old Buildings

The usual method of supporting switch boxes in the wiring of old buildings is to use a type of box generally known as the "Gem" box. This is a rectangular shaped box designed especially for use in old buildings and can be used to enclose a switch or receptacle. It is used either singly or in gangs. Tapped holes are provided in the box for attaching a flush or receptacle. The box is fastened by wood screws to the lathing. The manner in which it is installed is shown in the Figure 1. On each end of the box is a metal angle support. This support is adjustable on the box and may be moved up or down to bring the edge of the box flush with the surface of the plaster. The supports may be reversed and used in either of the

ways shown at the right or left side of the sketch. Where the box is attached to a lath the common method of support is shown at the right although it may be attached directly

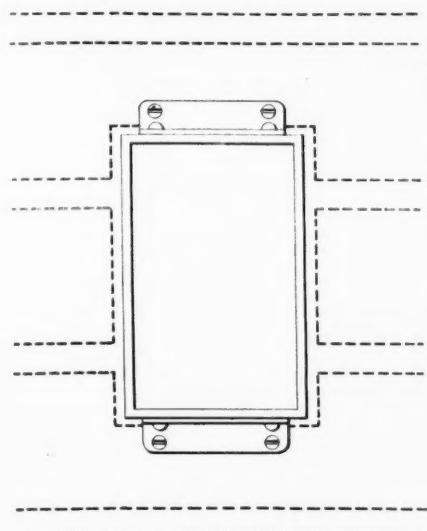


FIG. 2—LATHS CUT FOR SWITCH BOX

to the face of the plaster if the plaster is not broken away. Where the box is attached to a wood wall the method shown at the left is used.

Figure 2 shows the manner in which the lath should be cut in order to give a substantial support for the box.

Where Armored Cable Should Be Used

QUESTION: I would like to ask you how you handle armored cable. According to 505 in the Code it is not allowable to use armored cable in concealed places except on the face of walls to be plastered. Do you allow this type of construction in running down side walls to switches or between ceiling and floor?

ANSWER: Rule 505b reads: "Where alternating current is to be employed, all conductors of a circuit shall be contained within one armor; provided, however, that concealed extensions from branch circuit outlets in buildings of fireproof construction may be made by means of a single, double or triple conductor armored cable with suitable fittings at outlets. This cable shall not be run in concealed spaces but may be laid on the face of the fireproofing and may be plastered over. Such extensions shall be confined to the room or suite in which they originate."

This rule at first glance may appear a little misleading. The intent of rule 505b is to require, in armored cable work where alternating current

is used, that all polarities of a circuit shall be under the same metallic covering, this requirement being in line with similar requirements under "conduit" and "metal raceways" which are designed to obviate induction troubles. A few years ago there came into quite extensive use in some of the eastern cities, a single conductor armored cable. This special armored cable was used for extensions of outlets in fireproof buildings, the particular characteristic which recommended its use being its small outside diameter which permitted it to be covered by the more or less thin plaster coat without the necessity of cutting away the tile fireproofing. Two single armored wires were used for each circuit and special fittings were used at the outlets. As the use of single wires with an armor violated the rule requiring all conductors of a circuit under the same armor, it became necessary to modify the general rule. It was found by test that with the small current used and the short runs permitted by the rule the drop caused by the single armor, and the heating produced were negligible. Rule 505b was, therefore, modified to exempt from the general requirement of all wires of a circuit under the same armor, those special, single conductor armored cables, but, as both two and three wire armored cables were permitted for this same type of construction, they were also mentioned in the rule.

The sentence reading: "This cable shall not be run in concealed spaces but may be laid on the face of the fireproofing and may be plastered over" is, in the writer's opinion, intended to cover the special single conductor cable only and to limit its use to the specific purpose mentioned and does not apply to standard two or three wire cable. It will be noted that the last sentence of the rule which requires the extensions to "be confined to the room or suite in which they originate" clearly implies that this rule covers the above special type of construction only.

The last clause in rule 505d, this being the rule which requires that armored cable be provided with a lead sheath under certain conditions, reads: "provided, however, that the lead sheath shall not be required if the cable is laid against a brick wall or laid within an ordinary plaster wall, unless these walls are continuously damp." The rule very clearly implies that it is permissible to plaster in armored cable on a wall.

It is the writer's understanding that it is no violation of the code to run standard two and three wire armored cables down side walls to switches or between ceiling and floor and that under these conditions the armored cable may be either plastered in or run in a concealed space.

Connecting Feeders Without Overload Coil

QUESTION: A 440-volt, three-phase, power system includes a center of distribution provided with a main circuit-breaker equipped with an overload coil in each phase wire. The feeder circuit breakers are all three-pole, but contain an overload coil in only two phases. Does this construction comply with the code requirements?

ANSWER: The conditions of this problem are shown in the sketch, Figure 3, the "S" indicating overload coils. As the grounding of a 440-volt secondary would give potentials above ground in excess of 300 volts, such grounding is not recom-

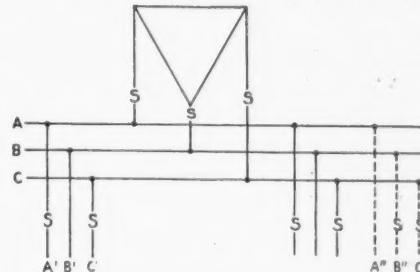


FIG. 3—Illustrating 440-VOLT, THREE-PHASE POWER SYSTEM

mended by the code. This secondary system would, therefore, be normally insulated from the ground.

Rule 805m reads: "For all automatic circuit breakers, the number of overload trip coils shall not be less than shown below: three-wire, three-phase A.C. two—(one in each of two ungrounded wires.)" This installation would, therefore, be in compliance with the code rules. An overload or short circuit will always actuate one of the overload coils. With the system normally insulated from the ground, one ground can do no harm.

A precaution is, however, necessary in connecting up a system of this kind. All the feeders not provided with overload coils should be connected to the same bus. The reason for this is clearly shown in Figure 3. Suppose an accidental ground occurs on feeder wire B'. With the system insulated, nothing

will occur. Suppose now a second accidental ground should occur on feeder A". A short would be produced between B' and A" and there would be no overload coil in either wire to trip out the breaker. To prevent this hazard all feeders without overload coils should be connected to the same bus.

Where to Place Dimmer Light Control

QUESTION: I understand the code will not permit the use of a small dimmer light control placed at a point distant from the fixture. In a new hospital built of solid concrete, it is desired to use a 100-watt lamp in the center of each room and control it by a dimming device located in a side wall switch outlet box. Would this be approved?

ANSWER: It is the writer's belief that a device of this kind would not be entirely practical as most dimming devices generate a certain amount of heat that must be dissipated.

A dimming device for a 100-watt lamp would, of necessity, generate considerable heat and with a device of this kind placed in an outlet box in a solid concrete wall, there will be practically no chance for dissipation of heat except through the face of the device, and this heat would probably be sufficient to produce a temperature which would be objectionable. At least it would so increase the temperature as to probably destroy the insulation on the rubber-covered wire in the outlet box.

The proper procedure in a matter of this kind is for the manufacturer of the dimming device to submit his device to the Underwriters' Laboratories who will make the necessary investigation to determine if it complies with the standards applying. It would appear that if the device mentioned was found impracticable

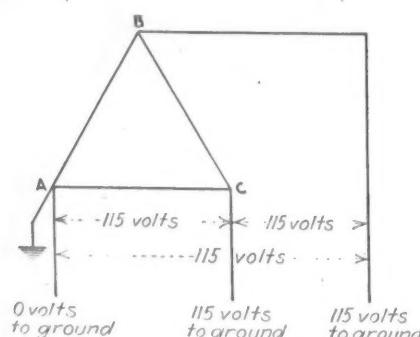


FIG. 4—GROUNDING A 115-VOLT, CLOSED DELTA SECONDARY

About Mr. Tousley's Interpretations

Mr. Tousley's replies are not to be considered in any way as official interpretations of the National Electric Code. While it is the object of this department to assist in a more thorough understanding of the Code rules, still it is realized that some of the rules permit of varying interpretations.

It is advised, therefore, that in every case the questioner be guided by the inspection department having jurisdiction.

Wherever in these discussions there may be a difference of opinion as to the intent or interpretation of a particular rule, *Electrical Merchandising* will be glad to have your views.

the object to be attained could be accomplished in another way.

One fixture with two lamps or two separate fixtures could be provided for a 100-watt lamp and a lamp of a wattage suitable for a night light. There are on the market standard switches, known as two-circuit switches, by which the operation of either one of these lamps can be obtained. An installation of this type would require no special apparatus and would be perfectly practical.

Grounding Secondaries of Three-Phase Delta

QUESTION: How do you ground the secondaries of a three-phase, 115-volt, distribution-closed delta so as to have one side of each phase at ground potential at all times, as I understand that is what is required on secondaries?

ANSWER: The writer knows of no way of grounding a three-phase secondary system where "one side of each phase will be at ground potential at all times." Rule 902e reads, in part, as follows: "For alternating current systems, the point to be grounded shall be selected as follows:

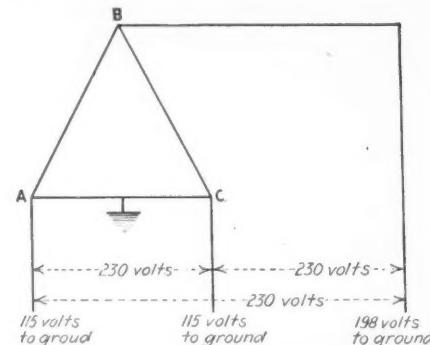


FIG. 5—GROUNDING A 230-VOLT, THREE-PHASE SYSTEM

three-phase—at that point of the system which brings about the lowest voltage from ground of unguarded current-carrying parts of connected devices and also permits of most convenient grounding."

Figure 4 shows the usual method of grounding a 115-volt, closed delta secondary, one phase wire being grounded. With this method of grounding, phase wire A will be at ground potential while phase wires B and C will be at a potential of 115 volts above ground. A common method of grounding 230-volt, three-phase systems is shown in Figure 5. In this case the middle point of one of the phases is grounded and a better arrangement of voltage from the ground is obtained. This method of grounding fully complies with the rule cited as it "brings about the lowest voltage from ground of unguarded parts and is convenient for grounding." The same method of grounding cannot be used with 115-volt secondaries as the middle point of the winding is not usually brought out on 115-volt transformer secondaries and it is not, therefore, "convenient" to ground at this point.

How Flashers May Increase Light Cost

QUESTION: The question arises relative to the actual amount of saving accomplished by installing flashers. We have conducted a series of tests in connection with watt-hour meters which prove a saving of 45 per cent. Later a check of the customer's bill from the power company showed no appreciable saving. Can you explain this?

ANSWER: A possible explanation of the discrepancy indicated in this question may be found in the characteristics of the gas-filled lamp. In the April issue of *Electrical Merchandising* there appeared in "Questions and Answers" an explanation of the results of using gas-filled lamps with canopy switches. It was stated in this article that the resistance of a 500-watt, gas-filled lamp when cold was only about 1.7 ohms so that at the instant current was turned on there was a momentary rush of approximately 67 amp. through a lamp whose normal current was only 4½ amp. While 500-watt lamps are not often used on electric signs, still gas-filled lamps are in quite common use and, as a flasher generally operates a number of lamps in a group, the excessive momentary current may equal or even exceed the amount stated.

National Plan for an Industrial Lighting Activity

By J. F. BECKER
Chairman of the Industrial Lighting Committee
National Electric Light Association

AN Industrial Lighting Committee has been formed in the Commercial Section of the National Electric Light Association to conduct a nationwide activity in industrial plants in an effort to better industrial lighting conditions. This activity will be conducted by representatives of all branches of the electrical industry and will have for its object the following fundamentals:

1. To organize an energetic, direct selling campaign to industrial plants on proper lighting installations.
2. To plan and put to work an advertising and promotional effort which is unified, and thus more effective than individual efforts.
3. To go out and sell proper industrial lighting.

Statistics show that there are 30,000,000 factory sockets, of which not more than 5,000,000 are equipped with proper reflectors. This indicates a tremendous market for the selling of proper industrial lighting equipment.

In order to stimulate the local groups in the activity, the Industrial Lighting Committee is offering three prizes based upon the work done and the accomplishments of the individual committees. The Industrial Lighting Committee feels that the business accruing from participation in the activity will more than repay the electrical leagues, the central stations, the jobbers and the contractor-dealers for the effort expended; but it is, nevertheless, offering the prizes in order that the industry as a whole will benefit if complete information is available after the campaign is ended. In order to compete for the prizes, the local electrical leagues or local organizations will be obliged to submit a complete report of their activities so that a compilation of these reports will furnish information of value to the electrical industry.

The reports should be written to include the following information, as the judging for the prizes will be



J. F. BECKER
Chairman Industrial Lighting
Committee

based upon these points. All reports must be in the hands of the Industrial Lighting Committee, National Electric Light Association, 29 West Thirty-ninth Street, New York City, by April 1, 1926. Announcement of the winners will be made on or before the regular 1926 N.E.L.A. convention.

Basis on Which Prizes Will Be Awarded

The points of award are:

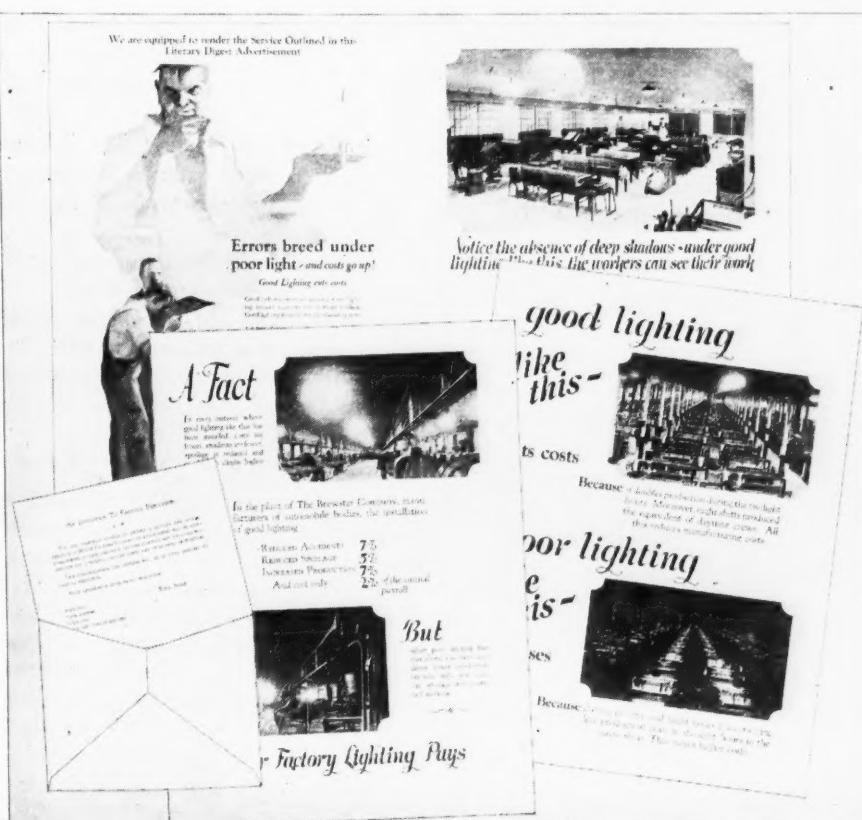
1. Percentage of factories in communities brought up to a higher standard of lighting by the activity in the period of the Industrial Lighting Committee's program from September 1, 1925, to March 1, 1926.
2. Excellence of report based upon value to rest of the industry in facts and figures.
3. Evidence of an educational activity to industrial plants, civic and business groups on Industrial Lighting Economies—that is, Increased Production, Decreased Spoilage, Fewer Accidents, Less Labor-Turnover.

The prizes are as follows:

First Prize	\$2,500
Second Prize	1,500
Third Prize	1,000

The prize money will be given to the local electrical league or local organization conducting the activity, to be used in any manner that they wish.

A plan book has been issued by the committee, outlining the complete activity. This plan book will be of great interest to all electrical organizations. Copies may be obtained from the Industrial Lighting Committee, National Electric Light Association, 29 West Thirty-ninth Street, New York City.



Broadsides Available from the Plan Book to Sell Better Industrial Lighting

Present Trends in Portable Lamp Styles

Chicago and Grand Rapids Markets Show Swing to Metal Standards and to More Elaborate Shades—Wood and Iron Continue Strong in Lower Price Ranges

LAMPS to the right of them, lamps to the left of them!" That is the impression visitors get as they go through exhibit after exhibit and floor after floor of the huge American Furniture Mart, "the largest building in the world," located on Lake Shore Drive, Chicago. And this impression of the magnitude of the lamp industry is confirmed by a trip through the various buildings in which the other and older furniture "market" is staged at Grand Rapids, Mich.

Last year was the largest in sales volume the portable lamp manufacturers have ever known and, if one were to judge by the number of

lamps on display at the markets, 1925 promises to excel even last year's sales. Just to take one example: there were seventy-five manufacturers listed as displaying lamps at the American Furniture Mart. And in addition, the remaining three hundred exhibitors almost without exception used some lamps as decorative features of their displays.

In the higher priced ranges, wood has been almost entirely displaced by wrought iron and brass in innumerable combinations and finishes. A very large number of the lamps shown were mounted on genuine and imitation onyx and marble bases. Shades are more elaborate for this

fall, but this elaborateness is achieved through the use of the trimmings rather than materials. Crystal and cut ivory have been freely used as finials and on pull cords. A larger number than usual of small lamps of the boudoir type were on display. In most instances these were highly decorative—combinations of iron or brass and pottery predominating.

Polychrome Finishes Prominent

In the lower price ranges, wood and combinations of wood and iron were in largest number. Designs here were of course, more restrained, being confined to the limitations of turning and casting. Delicate polychrome and metallic finishes predominated.

Metal lamps will make a strong bid for popular favor this fall and will sell well in the larger centers. In number, the wood lamp and wood shaft with cast iron base will of course continue to lead, but in lamps retailing above fifty dollars the newer and more bizarre metal combinations will be very strong.

Prices were more firm than at the January market but business was most certainly not up to the manufacturers' expectations. What effect this will have on the price situation remains to be seen.

Plated Lamps in Popular Favor

Plated lamps seemed to lead in popular favor among the buyers. Some of these were in 14-karat gold. The largest number were of course, in the "French" or imitation gold plate and silver over brass or brass and white metal. Next in interest came the wrought iron combinations and these were followed by the wood and iron combinations. In point of orders booked, however, the latter lead, due to their price.

A Review of the Lamp Markets

and a New Monthly Service to Readers

"AS MAINE goes, so goes the nation," and it seems that as furniture goes, so go lamps.

Twice a year, in January and July, furniture manufacturers and buyers gather at the various furniture centers, such as Grand Rapids, Chicago, and Jamestown, where in huge buildings especially equipped for the purpose, the latest creations in furniture are displayed, sold, and purchased. There, today, will also be found the lamp manufacturer and the lamp buyer, and there the seal of public approval is placed upon designs for the coming season.

It is from these great style shows of lamp merchandise

that representative offerings shown on the following pages have been selected by S. J. Ryan, consulting editor of *Electrical Merchandising*, and himself a pioneer lamp merchandiser. (See his article, "Lost—\$160,000,000," on page 5450 of this issue.)

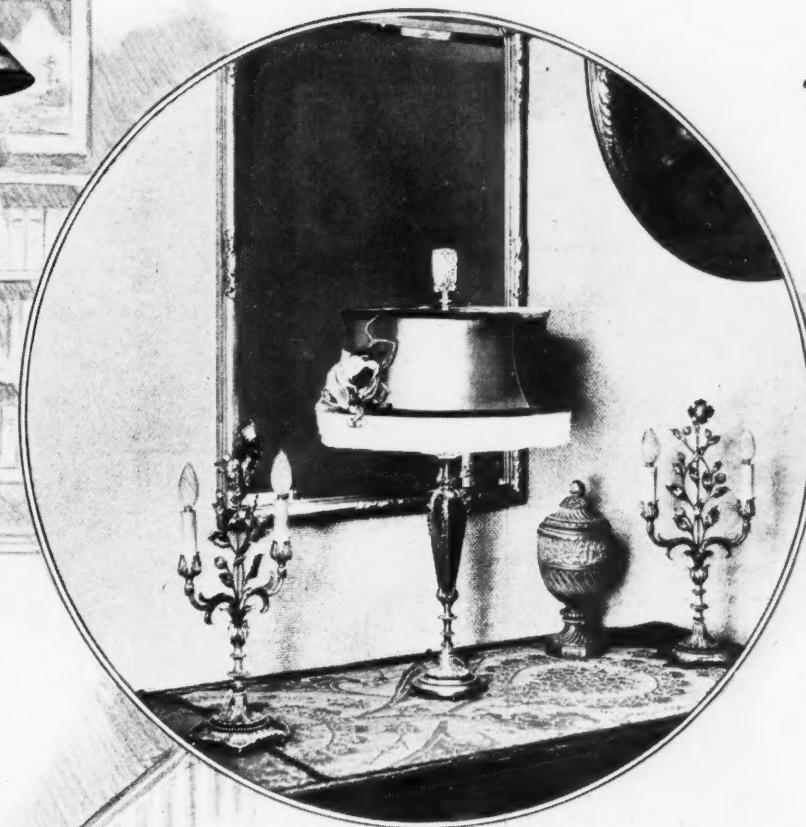
* * *

These pages mark the beginning of a service to readers in which each month newest lamp creations and best lamp values will be presented. The selections will be made by Mr. Ryan who will "merchandise" the operation just as he would in practice "merchandise" a lamp department, thus giving readers the benefit of his wide experience.

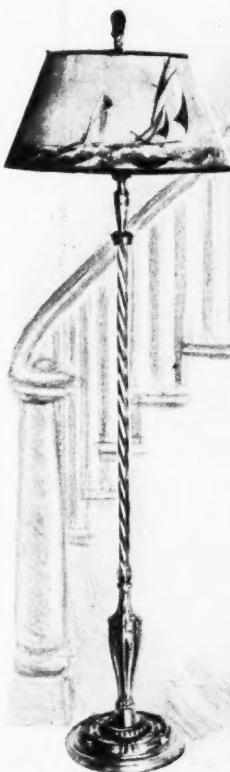
Seen at the Fall Lamp Markets



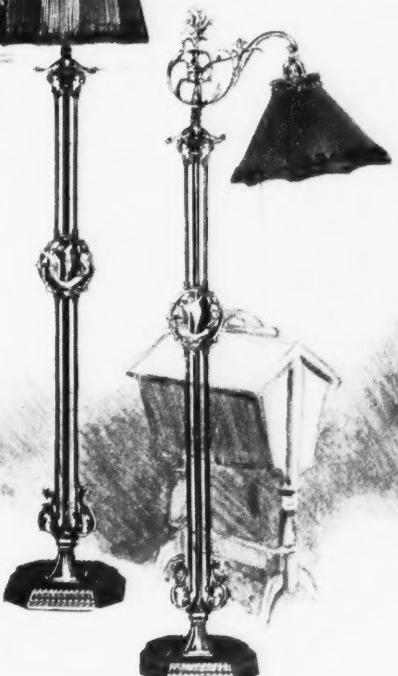
Bridge Lamp
\$29.50 complete
Matches junior below



Bridge Lamp
\$34.50 complete
Matches junior below



The lamp above has an amber crystal vase on a plated gold mounting. Shade in soft rose and pastel colors. Finial of cut ivory. Price \$90. Candle sets are of hand-beaten wrought-iron, finished in a soft green, and are priced \$45 each.



The two matching lamps shown directly above, are of brass and white metal, finished in gold or silver, and embellished with hand-enamelled decorations under lacquer. Shades of hand-painted glassade. The price of the junior is \$37 complete and the bridge lamp, as noted, is \$29.50.

The customers' prices shown, are subject to a trade discount of 50 per cent.

The popular matching pair. The junior lamp has a standard and base of brass with a gold finish. The decoration is a ship design, which is repeated in the finial. Shade is of pleated georgette, trimmed with hand-made flowers and imported galloon. Price of junior, complete, \$55. Bridge and shade, \$49.

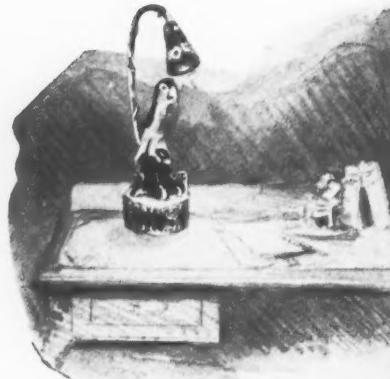


An exquisite twin boudoir. Standard of antique gold and dark ivory, mounted on a genuine white onyx base. Shades are of gold metal cloth covered with gold lace and sprays of hand-made colored flowers. Finished with ruffles of taffeta at top and bottom. Price \$120, complete.

The junior and bridge combination shown directly above, have solid brass standards and bases finished with gold plate and hand-enamelled inlays under lacquer. Shades are of hand-painted parchment trimmed on the junior with velvet banding, and on the bridge with ruching. The price of the junior complete is \$42 and of the bridge \$34.50.

Diagram listing names and addresses of manufacturers of these products, will be mailed to dealers on request.

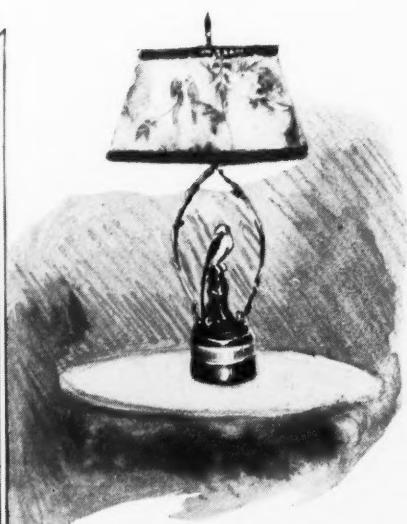
Seen at the Fall Lamp Markets at Chicago and Grand



A parrot of imported pottery is the novelty feature of this fancy table lamp done in white metal and brass. The shade is of hand-decorated glassade. Metal parts are finished in old-ivory and polychrome. Price complete \$24.



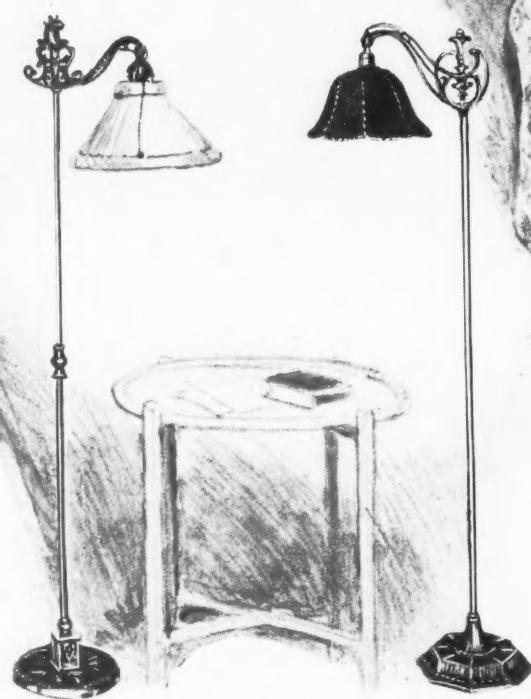
This lamp has a metal standard and base, finished in an antique Chinese brass. The shade is of taupe georgette, with mandarin-shawl cut-outs on panels. Price \$89.50 complete.



This fancy table lamp, with its imported Japanese-pottery bird, is of solid brass, plated, with decorations of enamel. The finial is of crystal. The shade is hand-painted glassade. The lamp has an adjustable two-light cluster and the price complete is \$48.

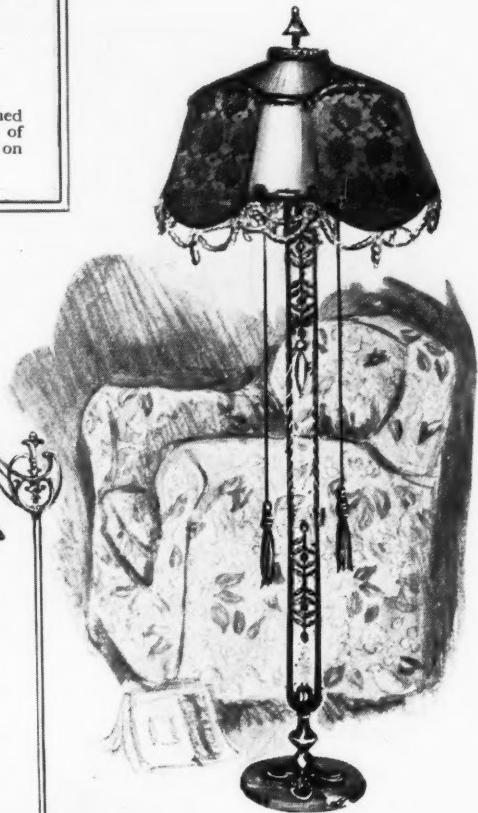


This shade is of heavy imported brocaded material, trimmed with French flowers, and hand-made galloon. The lining is of pussy-willow silk. The wrought-iron standard is finished in delicate polychrome. Crystallipped pull cords and finial. Price, complete, \$49.50.



We show here two lamps of the popular bridge type. The one on the left is of metal with a plated gold finish and is tipped with a finial of ship design. The shade as shown is of white georgette, trimmed with French lace and rosebuds. Price, complete, \$24. The standard on the right is of metal, finished in gold plate. The base has a pierced design. The shade is heavy brocaded silk, lined with gold and trimmed with French tinsel. Price, complete, \$22.

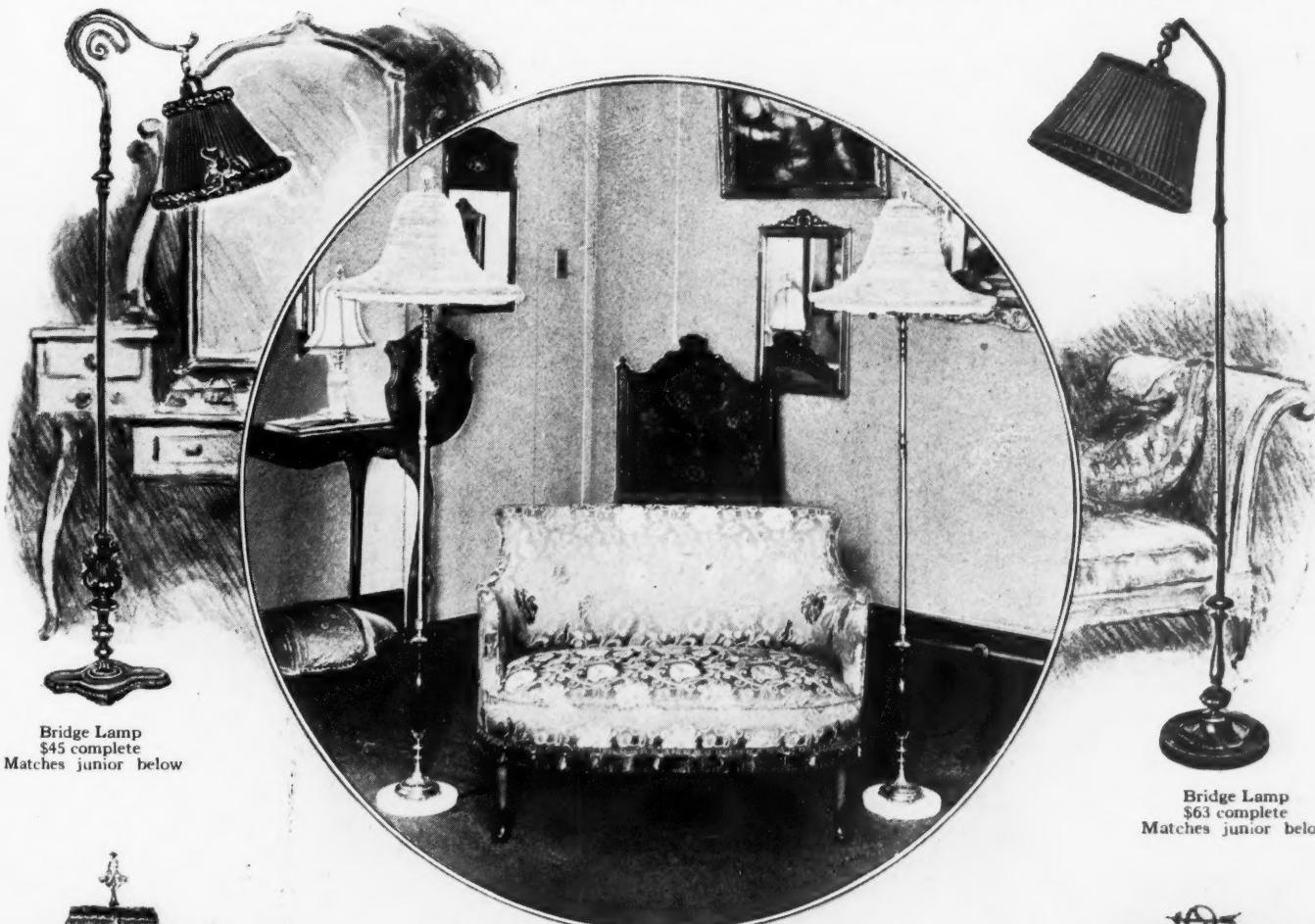
Diagrams with names and addresses of the manufacturers of these products, will be mailed to dealers on request.



This standard is of wrought iron, finished in dark tones, mounted on a marble base and decorated with crystal pendants. The shade is a combination of georgette and brocaded material, trimmed with a fringe of crystals and hand-blocked galloon. The shade is lined with heavy silk and interlined with silk. Price \$105.

The customers' prices shown, are subject in each case to a trade discount of 50 per cent.

and **Rapids** Representative Lamp Items from the Fall "Furniture Mart" Displays,—Selected for Electrical Merchandising's Readers by S. J. Ryan, Consulting Editor



Bridge Lamp
\$45 complete
Matches junior below

Bridge Lamp
\$63 complete
Matches junior below



Of the two matching lamps, directly above, the junior has a wrought-metal standard finished in antique gold and greenish bronze. The shade is of pleated beaver georgette over gold, with alternating panels of gold lace and gold braid. Price complete, \$43.

The bridge type shown at the top of page is a hand-wrought metal-leaf shaft, finished in shaded greenish bronze, with special ball-swivel adjustment. Price complete, \$45.

The standard here is of cast brass in a verde-antique finish, mounted on an onyx base. The shade is of pleated georgette in a matching green over a gold lining. Price, \$143.50.

The two unusual lamps above have solid brass shafts, plated with 14-carat gold, embellished with batik-wood vases, and mounted on genuine onyx. Finials of crystal. Pull cords tipped with onyx balls. Shades are of pleated and ruffle georgette, in delicate shade of green, lined and interlined with heavy gold silk. Price, complete, \$170 each.

This standard is a combination of hand-carved wood, mounted on a twisted metal shaft. Base is of metal finished in dull gold-leaf. Pull-cords are crystal tipped and the finial is of crystal.

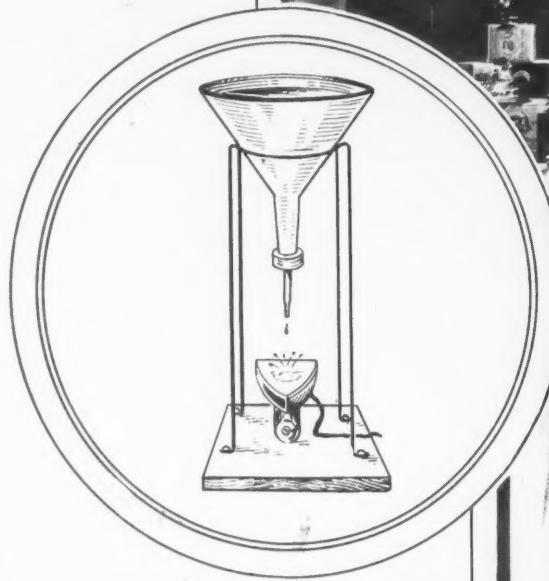
Another junior and bridge combination. Standards are of imitation gold-plate on brass, mounted on onyx bases. Shades are of pleated taupe georgette, over peach linings trimmed with hand-made galloon bands. Price of the junior is \$83 complete, and the bridge \$63.

"Fourteen Points" on Window

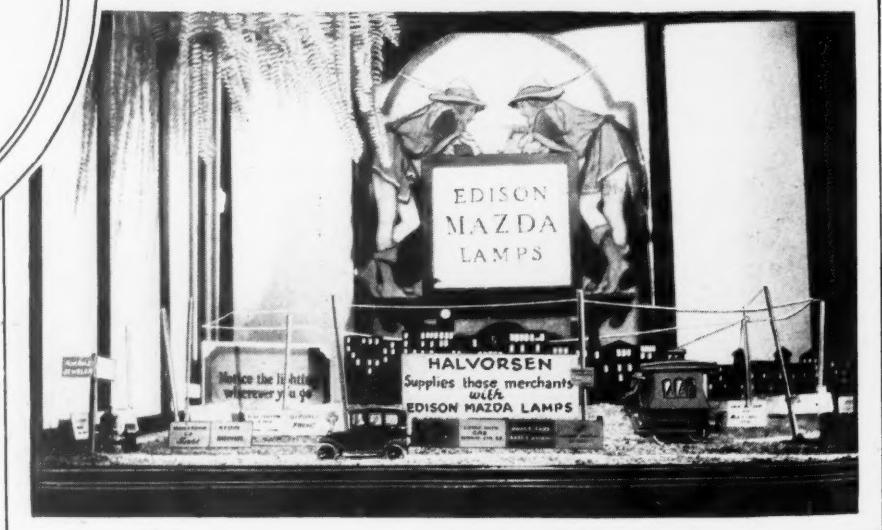
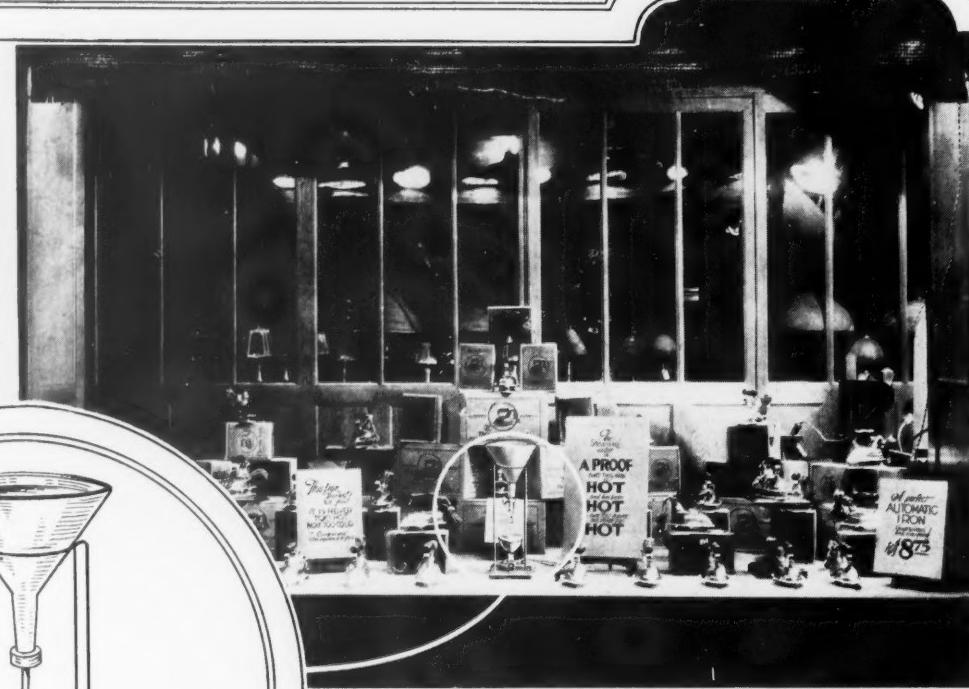
- 1 Window glass should be so clean inside and out that a store would stake its reputation on it.
- 2 The woodwork, floor coverings, etc., should be made to bring a lot of business by receiving the careful treatment they deserve.
- 3 It is much easier to make a display with one or two or three related objects than with a miscellaneous assortment.
- 4 Simplicity and common sense are absolutely necessary in display work.
- 5 Size is not the most important thing about a show window. A small window can get results as well as a larger one.
- 6 Windows should be well lighted with the proper lamps and reflectors.
- 7 Do not fill a large window with small objects unless you group them and allow space enough to have each group stand out well by itself.
- 8 Group only articles that go well together.
- 9 Every window should have a background which serves to make the display stand out and gives an opportunity to properly illuminate the display.
- 10 Windows should be illuminated at night. Many people have time in the evening to view the displays who would not see them during the day.
- 11 Pedestals in convenient heights and glass shelves serve to raise a display off of the floor and out of the mediocre class. Suitable heights of pedestals for electrical goods stores are 12, 18, 24, and 30 inches. A convenient size for glass for window shelves is about 12 by 24 inches.
- 12 Every display should have at least one descriptive card or poster to get your message over quickly to the less discerning.
- 13 Displays should be timely and advantage taken of every holiday and event.
- 14 Money put into show windows pays the largest return of any form of investment.

From the Bulletin of the Rocky Mountain Electrical Co-operative League.

McCarthy Brothers and Ford, Buffalo, N. Y., devised this easy and effective method of demonstrating the automatic iron. A glass funnel and a medicine dropper drips on the bottom of the automatic iron. "Always hot and never overheated" is thus visually dramatized.



The Toonerville Trolley made from card board drew attention to this window of T. M. Halvorsen, Decorah, Iowa. Halvorsen's customers appreciated the advertising given them on the miniature sign boards and other merchants got the idea that Halvorsen was a good man to buy lamps from.



Display, and Some Good Examples

This "Sweetheart" window won a recent prize offered by the Niagara Frontier Electric League. The painted background and the washers are brilliantly lit by concealed flood lights.

Wiring supplies do not always lend themselves so easily to attractive window displays and this is a fact which makes doubly interesting this wiring window of the Commonwealth Edison Company, Chicago. The big card at the front of the window reads "Make Your House A Home." The background of houses illuminated from within are made of painted cardboard and the miniature examples of good interior lighting at the sides are part of the material used in Home Lighting Contest windows.



The Valley Electrical Supply Company of Fresno, Calif., in a recent window display featuring domestic lighting showed examples of how and how not to install lights in the home. A central card bore the legend "Save your eyes! Kill glare by properly shading all lamps." This was surrounded by a bracket fixture without shades. Other fixtures on the left-hand side of the window, both of the side wall and hanging types were shown as they appear without the use of shades. The identical fixtures appeared on the right hand side of the window softly shaded from the eyes. The difference in the effect on the eyes was apparent to the merest amateur.

One EUREKA for every two of 69

This Test (with the dust bag removed) is being used with tremendous effectiveness to prove and clearly demonstrate the remarkable efficiency of the Eureka "high-vacuum" principle of cleaning.

When a prospect's attention is centered on the astonishing quantity of dust and dirt discharged from an apparently clean rug—even after beating and weekly sweepings—she is forced to realize and fully appreciate that only through the regular use of the Grand Prize Eureka can floor coverings be thoroughly cleaned and kept clean with the smallest expenditure of time and human effort.



**FREE
\$8⁵⁰ SET**
of famous "High-Vacuum"
ATTACHMENTS

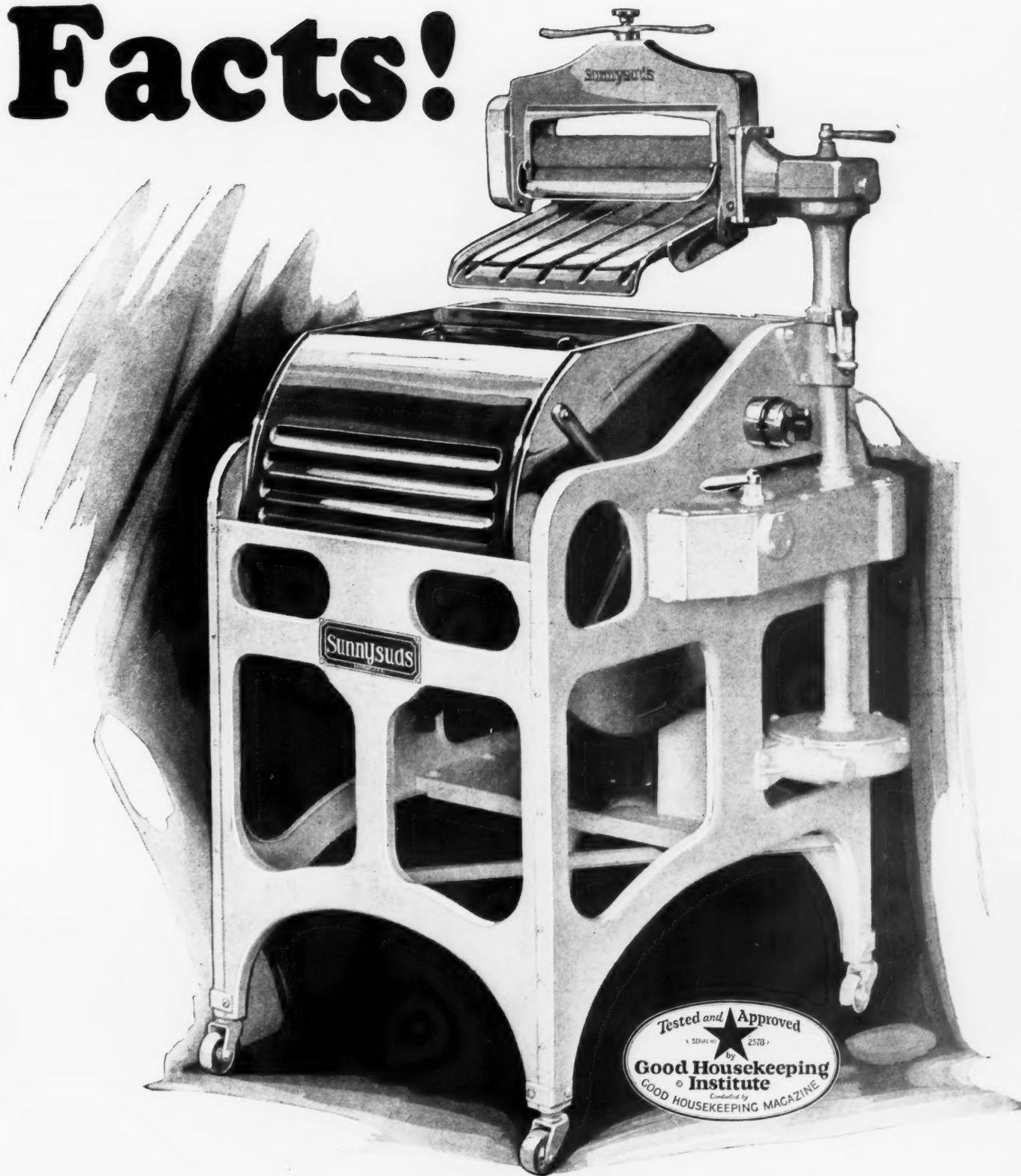
with every Grand Prize Eureka
Vacuum Cleaner Purchased!

We give 'em FREE to you—
you give 'em FREE to your
customers!



This sensational offer may
be withdrawn at any time.

Facts!



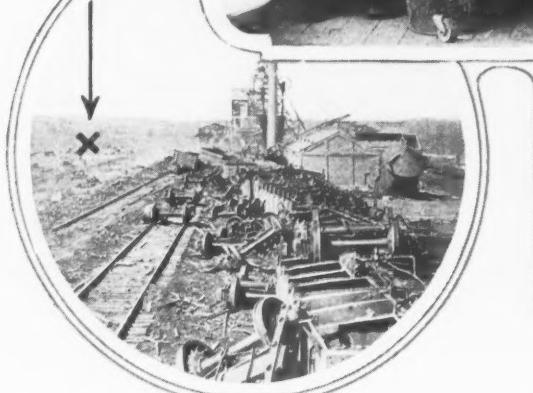
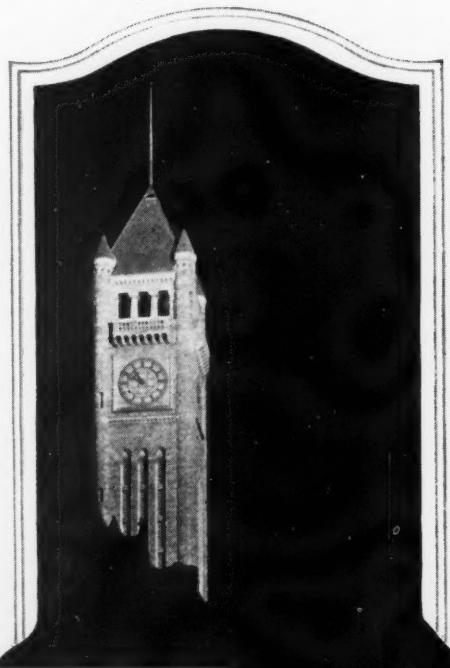
suds Electric
Washer & Wringer

Electricity—Work, Eye and Life Saver

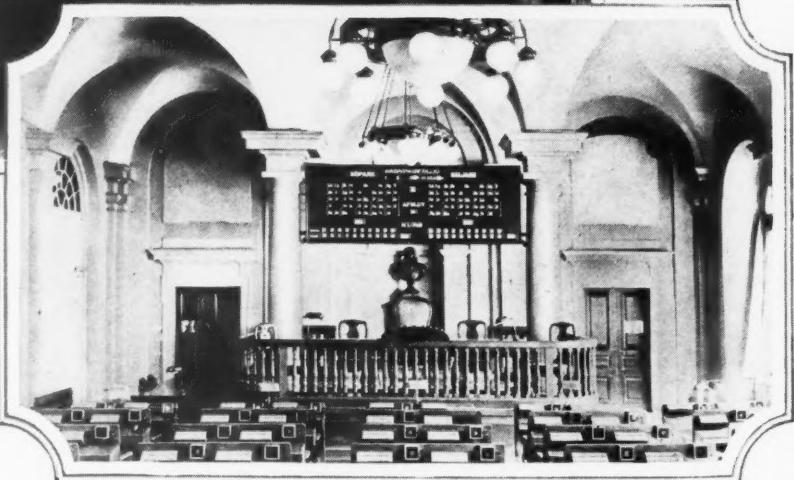


Here is a picture of simplified housekeeping in the form of the U-Turn-It which moves a four-room apartment into one room. This device consists of a kitchen, library, bedroom and sitting room on a revolving floor. By simply turning it, you are transformed into any room you prefer. Note the kitchen arrangement with its electric stove, iron, and built-in ironing board. Current is tapped from outlets on the stationary wall.

To the right is shown the illuminated tower of the City Hall in Minneapolis, Minnesota. The clock has four dials and each is twenty-four feet in diameter. The hands are operated by direct connection to central station service without any intervening master clock or other auxiliary apparatus. The movement consists of a synchronous motor which is connected to the hands by proper gearing. Some forty clocks throughout the building are similarly operated from the electric light wires.



The recent tornado in the Middle West revealed a new use for electric washers—that of life savers. The wind was strong enough to blow over a freight train as shown in the inset, but was not powerful enough to overturn the above washer, under which the family sought refuge while the tornado was at its height.



Electricity has invaded the money marts of the world! Bulls and bears on the Stock Exchange in Sweden no longer roar their bids. They merely push an electric button and instantly the highest figure offered is recorded on the scoreboard. Thus has electricity supplanted one of the picturesque features of finance.

Opportunity in Public Acceptance of Better Lighting

By GEORGE H. STICKNEY

Subject Chairman, Lighting Equipment and Practice Subcommittee

AFTER the commercialization of the improved incandescent lamps there ensued a period of rapid development of luminaries, fixtures and other equipment for adapting the light for various uses. We appear now to have reached a point of comparative stability. The improvements of the past year have been principally in the nature of refinements, involving no radical changes or new principles.

As regards lighting practice, the advances consist of the more intensive use of light, a tendency toward better diffusion, and more artistic equipments and effects.

Commercial Lighting

In this field the lighting of stores and show windows are the most prominent. The tendency of interior store lighting seems to be toward the use of somewhat more ornamental equipment than was common a few years ago. The strife for extreme efficiency in lighting equipment seems less conspicuous in the present day installations with a resulting improvement in the overall effects.

In show window lighting the outstanding progress during the past year has been through the use of higher wattage lamps with a corresponding increase in intensity of illumination. Until within the year, the 150-watt size of lamp was the maximum that could be accommodated satisfactorily in the types of reflectors available. At the present time reflectors can be obtained which will accommodate lamps up to and including the 500-watt size.

Industrial Lighting

Equipment for the production of industrial lighting effects lends itself to standardization much more than many other classes of lighting. At the present time the large percentage of industrial lighting installations employ the R.L.M. standard dome reflector, prismatic glass reflector, or the recently developed combination glass and steel equipment.

Intensities are gradually being

increased, representing a good economical investment for the industrial plant owner, and represent increased sales for the equipment manufacturer with attendant power consumption.

Residence Lighting

Unquestionably the subject of residence lighting is in the minds of home owners today to a much larger extent than ever before due to the Home Lighting Essay Contest which was conducted during the past year. It is gratifying to note that the trend of practice in home lighting is toward the greater use of shaded lamps.

A few years ago the use of wall brackets was limited almost entirely to the more expensive homes. The smaller homes were usually equipped with only one central ceiling outlet per room. Today, however, the use of wall brackets is being introduced in the more moderate price or average home, and in most cases they are equipped with suitable shades.

There is an increasing use of portable equipment, such as floor lamps and table lamps. This equipment appeals to the home owner in

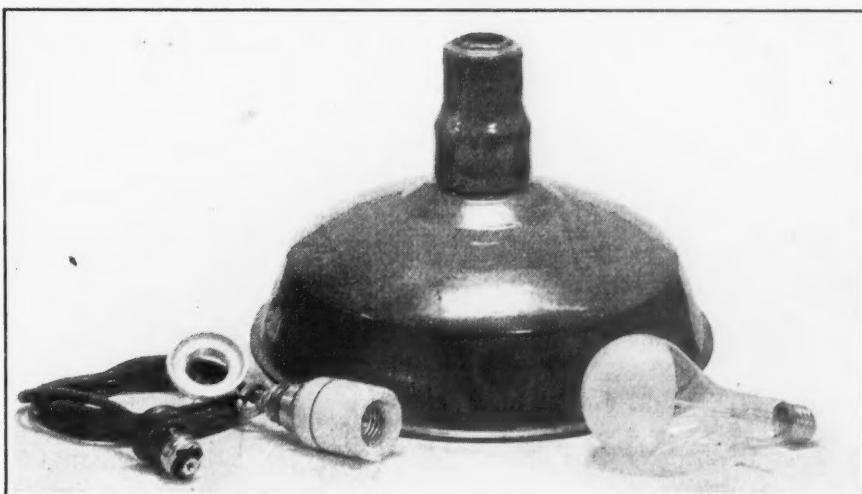
asmuch as they make possible the attainment of a large variety of lighting effects. Kitchen lighting campaigns were not featured as prominently in 1924 as in the previous year, but it is probable that as many or more units were installed.

Signs and Billboards

The lighting of signs and billboards will undoubtedly never be a standardized proposition. As a matter of fact, standardization would tend to reduce the effectiveness of such an advertising medium. On the other hand, advancement in the art in the past few years has resulted in a construction of these devices, at least from the electrical standpoint, along more scientific lines.

In conclusion, it is believed that too much emphasis cannot be put upon the fact that the public appreciation of better illumination, and their acceptance of the improved practice, depends almost entirely upon their being educated along these lines. Such education can only be accomplished through the many local links of the electrical chain. No one organization, either national or local, can do a complete job. The complete job can only be done by each and every organization in the electrical industry, and further, each and every member in each and every organization doing their share in the educational work. First of all, we must learn the fundamental principles of better illumination and then go out and pass this information along to the great consuming public.

Utility Light Has Campaign Possibilities



Although still in the development stage, the utility light is mentioned by the lighting committee as a central station campaign possibility. It has so far been tried out in Cleveland where the results would seem to warrant its consideration by others.

The unit is a combination of a metal reflector and an opal glass shade and employs a 100 or 150-watt lamp. The top of the holder is fitted with a plug and loop so that it may be suspended from the ceiling in any part of the room. Several feet of cord should be included.

Electrical Merchandising

The Business Magazine of the Electrical Trade

believes that:

THE re-fixturing of existing residence lighting-fixture installations offers a profitable and immediate market for fixture dealers, contractors, and central-station commercial departments, and their suppliers, both manufacturers and jobbers.

Of the 13,400,000 residence customers now using electricity, it is a safe estimate that at least one house in three is right now a prospect for new and better lighting equipment. *One house out of every three*, is the measure of the re-fixturing market in every community.

The Pittance of 350 kw.-hrs. per Customer

TO DETERMINE the electrical-appliance selling job that has been done in any community, there is a very simple and definite index. It is the number of kilowatt-hours used per year by the average residence customer of the electric company.

For the country as a whole, this figure probably runs in the neighborhood of 300 to 350 kw.-hours—an absurdly small amount when the dozens of invaluable uses of electricity are considered. In some of the larger cities where energetic sales effort has been continued over a series of years, the index goes up to 500 kw.-hrs. Chicago, Cleveland and Detroit are all in this "500" class. Only one large city exceeds this "high"—Buffalo, where the wide use of electric cooking has raised the average residence consumption to 834 kw.-hours, a record figure.

When it is recalled that an average 7-room dwelling with five in family and using an electric range, electric refrigerator and full complement of other devices, will consume 400 kw.-hrs. per month, or 4,800-kw.-hrs. per year, we see how far central-station commercial effort yet has to go, to fulfill its manifest destiny.

An Astounding Increase in Electricity Users During 1924

AMONG all those who make a careful study of the increase in the number of wired houses year by year, it had been supposed that the new customers being connected to central-station lines was now decreasing in rate. After a "record" of 1,700,000 new customers added in 1923, the year of greatest residential construction it was believed that this figure would decrease to around 1,400,000 during 1924. But a surprise was in store for the experts.

Not 1,400,000, but 1,782,539 is now actually found to be the number of customers added to central-station lines during 1924, according to a careful census just completed by Robert M. Davis, statistical editor for *Electrical Merchandising*, and reported in some detail on another page.

To the electrical merchandiser this means, of course, 1,782,539 more electrically-served homes for appliances to be sold to! Yet with washing-machine sales running barely 650,000 during the year, vacuum-cleaner

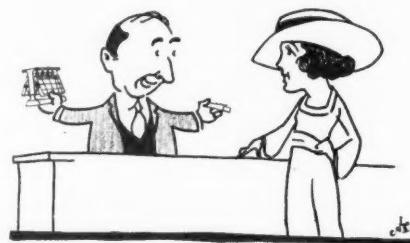
sales only 900,000, and the rest of the labor-saving and heating devices (except the iron) limping along far behind, we of the electrical merchandise trade will have to admit that the market is getting a big jump ahead of us. Appliance "saturation," indeed, is growing not greater but less, as houses are being wired three times as fast as the appliances are being sold to go into them.

The Shoemaker's Offspring, Again

AN ANALYSIS of the show-windows of 2,600 stores selling incandescent lamps, shows that roughly one thousand have good window lighting, and the other 1,600 have poor window illumination. In this case, good window lighting means lighting somewhere near 200 watts of lighting on 10-ft. centers.

Out of the same group of stores selling the very equipment for good lighting, only 1,400 themselves had good store lighting, and 1,200 had poor lighting. Good lighting was here defined as somewhere near 200 watts of lighting on 10-ft. centers.

Just as the proverbial shoemaker's children are often seen going unshod, so it seems that the store trying to sell better lighting gets along with inferior illumination and fails to practice the very thing it preaches.



We Need Standards of Merchandising Expense

HOW would you like to have expense and profit figures from 1,000 retail electrical stores, to compare with your own operations?

Wouldn't you find it helpful to know what percentage of his gross sales the other fellow is paying for rent?—what percentage should be set aside for advertising?—what for selling expense?—and so on.

Merchants in other lines compare figures in this way and derive great benefit. But no such standards of good merchandising practice have ever been compiled for retail electrical stores. Hence *Electrical Merchandising* is endeavoring to collect actual percentage figures from successful electrical businesses, and asks your help. Will you supply us with such figures or percentages from your own business? Strict confidence will be observed and all identification will be removed.

Another Great American Myth

ALONG with Santa Claus, fairies and the value of the vote, the American business man has been brought up to believe that there is a period of business depression during the summer months. It is easy to explain. Hot weather, the buying public away for the vacation—half a dozen easy excuses present themselves to explain why the books of the company do not show quite such a favorable balance during those months. But now along comes a statistician to explain that there is in reality no appreciable slump during the summer

in business by and large and that if there is any in the individual business, it is because the merchant himself and not the market is suffering from the hot weather.

A survey of national business conditions for the months of July and August gives the following facts:

Saving bank deposits are 100 per cent normal.

Street car traffic is 99 per cent normal.

Factory employment is 98½ per cent normal.

Factory payrolls are 98 per cent normal.

Telephone calls are 87½ per cent normal.

Wholesale drygoods sales are 97 per cent normal.

Building contracts are 99 per cent normal.

How about it? With the increased demand for electric fans, the opportunity to sell electric refrigerators, as well as ranges and all the cooking conveniences which help to make hot weather bearable, the never flagging market for electric lamps, the activity in building which is at its height during the summer, is there not business to be had during the hot weather? We have for some time suspected that father was Santa Claus. Perhaps, after all the summer slump is in ourselves.

Dealers Should Pay for "Dealer Helps"

IT IS the custom in the electrical business for the dealer to receive costly presents from the manufacturers from whom he buys. These gifts are no longer jewelry or wine—that day is past. They take the form of printed dealer helps that the manufacturer provides in profusion and without charge. And the dealer who, in a former generation, would accept the box of cigars with appreciation now stacks forty dollars worth of folders on a dusty shelf and forgets them.

The cost of such gifts is added to the price of the goods. It has to be, just as the wine was in the old

days. It is good business therefore, for a dealer to ask for and accept only material that he needs and then use it efficiently. For he shares the benefit of such savings in waste.

The practice of selling dealer helps to the dealer at production cost is growing and it is a move in the right direction. What a man pays for he selects with care and does not waste. The money that he pays for it helps the manufacturer provide better dealer-helps. Every dealer for self-interest should encourage this kind of fair co-operation.

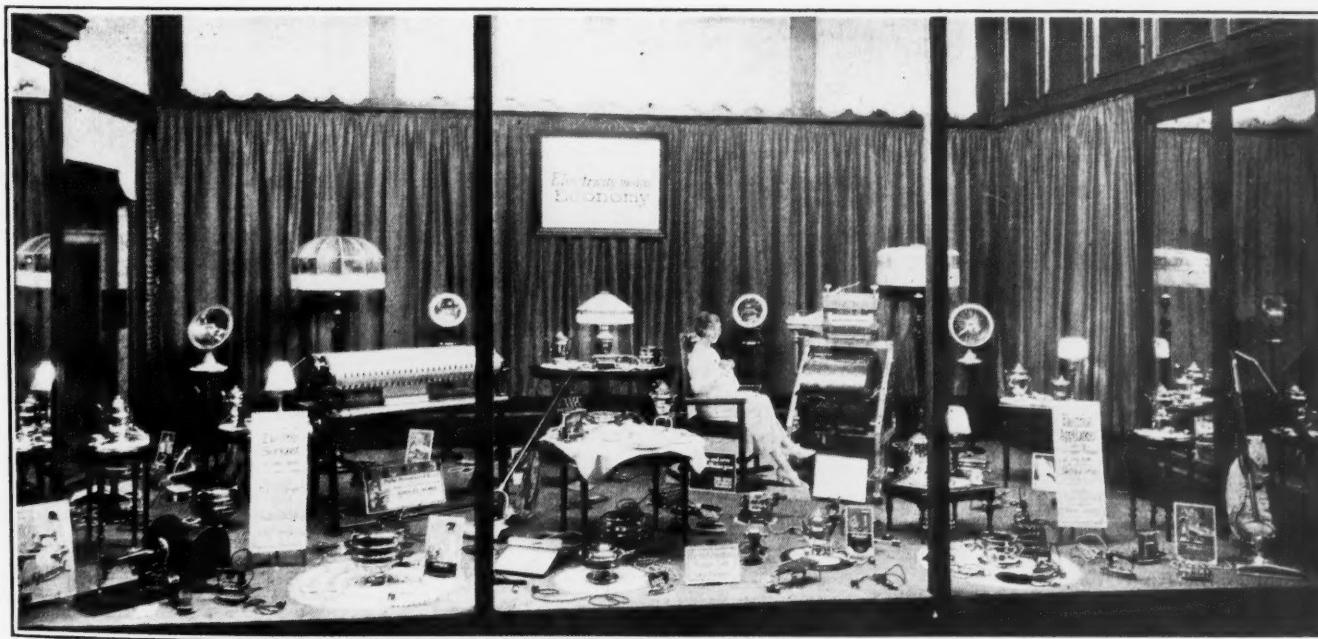
Get a Place in the Family Budget

THE budget idea has taken a strong hold on American family finance. It is a practical program that makes a natural appeal to the common sense of any man and woman, a simple method of injecting the element of forethought and preparation in the use of the family income. Why shouldn't the budget be invoked more systematically in the sale of a more embracive electric service to the American home?

When a man and wife sit down and figure out what electrical equipment will cost—everything they would like to have for comfort, convenience and pride—it totals a good many hundred dollars. And the average purse becomes discouraged and the family ardor cools. They overlook the fact that a program for complete electrical equipment can be organized into the family budget and made to provide in a few years everything any home could want.

The manufacturer, the jobber, the dealer and the central station should all get behind this idea. Electrical equipment deserves and can win a place in the family budgets of America.

Liberal Credits Build Big Appliance Sales for This San Francisco Store



The electrical department of the Nathan-Dohrmann Company, leading household furnishings store of San Francisco, has enjoyed a spectacular development during the past three years under the management of G. A. Plevin, until at the present time it ranks as one of the centers of electrical merchandising in the city.

Particular attention has been paid to the credit policy of this electrical department.

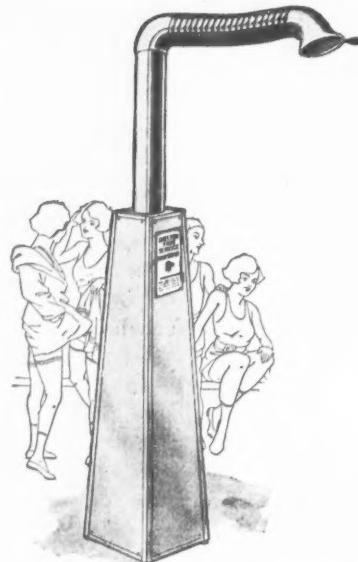
In place of allowing credit matters to be handled by the salesman, it has been found advisable to send the customer to another department. This relieves the salesman from the double duty of selling the article and then selling the terms of payment, and also results in much better terms, as a rule, from the firm's standpoint. The salesman may be too inclined to suggest a very low initial payment in order to close

the sale—whereas the clerk in the regular credit department starts from a new angle. The policy of the store, however, has been to allow the customer to make her own terms, even allowing as low an initial deposit as five dollars. With a tactful handling of the subject, however, usually a very much higher payment scale is arranged for and the entire account cleared up in a few months' time.



New Merchandise to Sell and

This editorial section is prepared purely as a news service, to keep readers of "Electrical Merchandising" informed of new products on the market.



Slot-Machine Hair Drier for Bathing Resorts

Electrical Merchandising, August, 1925

For use at seashore resorts, ocean liners and other public bathing places, the Shelton Electric Company, Long Island City, N. Y., has brought out a new coin-in-the-slot hair drier. When a dime is dropped into the slot, the current is turned on and the machine throws a large volume of hot or cold air for five minutes, at the end of which time it is automatically shut off. The cabinet is made of steel, finished in white enamel with nickel trim. This machine, the company claims, costs 10c. an hour to operate while users of the drier pay 10c. for five minutes. In addition to its convenience to patrons of public bathing places, the drier can be made a source of revenue as well. Intended price of No. 450 drier with coin slot, \$200; without coin slot, \$150.



Saw Cutting BX Armor

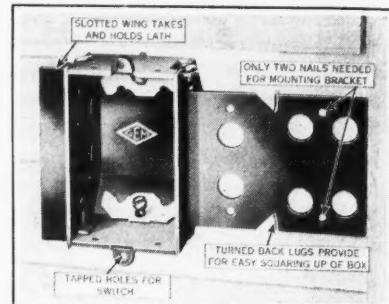
Electrical Merchandising, August, 1925

That its new saw is so constructed that the armor of BX can be easily cut right on the job without danger of cutting into the insulation of the wires inside is claimed by the B-X Saw Company, 370 Atlantic Avenue, Boston, Mass. The blade at the front of the saw is used for cutting through armor and, if desired, can be made to cut the wires also by bending back the BX and using the heel of the saw. At the heel of the frame the saw blade has a greater depth than it has at the front end. The blade which is held in this frame by compression can be held in such a way that it extends four or five inches or more from the front end of the frame, making it a practical tool for sawing through laths; a pointed blade converts it into a keyhole saw. A special slotted blade permits adjustments for cuts of various depths. The frame is made to take the ordinary standard 8 in. hack saw blade. Intended retail price, \$1.50, complete with one blade.

Sectional Switch Box

Electrical Merchandising, August, 1925

Instead of being screwed to cross members which, in turn, are nailed to adjacent studs, the new Gem sectional switch box of the Chicago Fuse Manufacturing Company, Laflin and Fifteenth Streets, Chicago, has a mounting bracket on one side which, as shown in the illustration, is simply nailed to the stud. On the opposite side is a slotted wing which accommodates the lath. The boxes are standard Gem construction, made in three styles, one for flexible loom, one for armored conductor and the third for conduit.



Cord and Wire Stripper

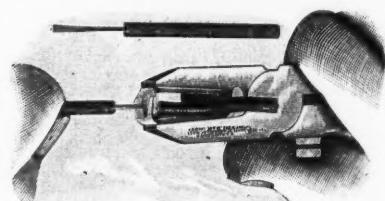
Electrical Merchandising, August, 1925

For cutting, stripping and burnishing electric cord without the use of a knife, A. Laubscher, 77 Fort Pleasant Avenue, Springfield, Mass., has brought out a cord and wire stripper that is made to strip double or re-inforced cord as well as single. A desirable feature of this stripper is that all parts are interchangeable and may be easily removed and replaced. Intended price \$2.50.

Device for Use in Old-House Wiring

Electrical Merchandising, August, 1925

Pass & Seymour, Inc., Solvay Station, Syracuse, N. Y., is announcing a special new device for old house work where loom boxes and the BX type of surface boxes are used frequently. This device can also be used for switch box or 3½-in. and 4-in. outlet boxes, the manufacturer explains, whether mounted flush with the surface or extending from the wall an inch or more. This new P & S product, with short chain and cord, insulated chain and the keyless type are all fitted with a 2½-in. porcelain shade holder. The deep recessed back is 5½ in. in diameter with a recess 1¼ in. wide and 1½ in. deep. The device is snow white, highly vitrified porcelain, with a deep crystal glaze and is large enough to harmonize with the half-shade or deep-shade type of glassware.



Synchronous Motor

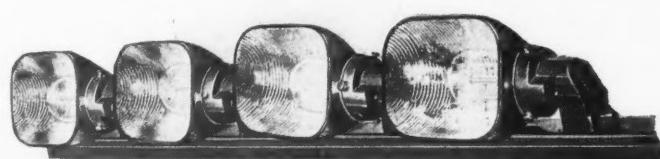
Electrical Merchandising, August, 1925

To improve its demand meter register for M-9 watthour meters, the General Electric Company, Schenectady, N. Y., has developed a synchronous motor to replace the old induction disc motor as the timing element. The use of a synchronous motor for this purpose improves the operation by eliminating the timing errors of the motor caused by temperature and voltage changes. The synchronous motor, also, appreciably reduces the frequency error of the induction disc motor, the company explains. The speed of the motor may be instantly checked by the stroboscopic method, the motor disc being suitably marked for this purpose. The improved device has been designated Type M-10.

Conduit for Cove Lighting Installation

Electrical Merchandising, August, 1925

To insure proper spacing of lamps and consequently even distribution of light in cove lighting installations, the Pittsburgh Reflector Company, Bowman Building, Pittsburgh, Pa., has designed an "Easy-to-Install" conduit which is made to order to fit each job. No. 1 conduit consists of 20-gage steel channel 1½ in. high x 1¾ in. wide, fitted with the necessary porcelain receptacles, ready to wire. For wiring, the back member is lifted off, exposing binding screws in the receptacles. BX connectors are furnished at ends, top or bottom as required. Conduit No. 2 is here illustrated. This conduit is equipped with "Pittsburgh" angle sockets and measures 7 in. x 1½ in.



Where to Buy It—

*Latest Developments
Gathered by the Editors*

It should be noted that all announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



Glass Dishes for Refrigerator Use

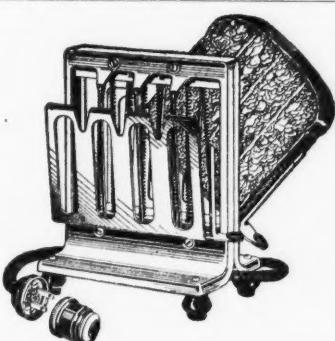
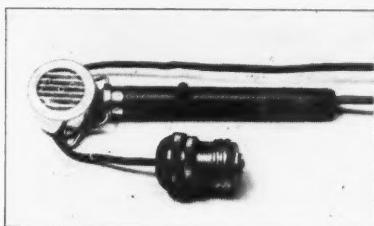
Electrical Merchandising, August, 1925

At the present time, while the attention of the housewife is being directed to the ease and desirability of the electric refrigerator, is an opportune moment for the electric shop to feature a non-electrical line of goods that can be sold with the electric refrigerator or without it, if the refrigerator sale can not then be landed. This new line consists of an assortment of "Kold-or-Hot Kompaks" designed for use in storing food in the refrigerator. The dishes are made in several different sizes and shapes and are made to fit one on top of the other, thus doubling refrigerator storage space. The intended retail prices of the dishes vary, according to size—butter box, 50c; jelly or food molds, 25c, etc. Manufacturer: J. E. Marsden Glass Works, Inc., 200 Fifth Avenue, New York City.

Electric Cigar Lighter

Electrical Merchandising, August, 1925

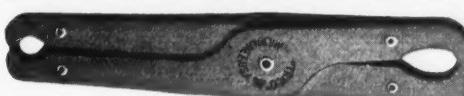
When not in use the new electric cigar lighter of the Electric Novelty Company, 108 De Kalb Avenue, Jersey City, N. J., can be suspended from the wire loop provided for that purpose, which also serves as a stand when the lighter is laid on a table or desk and protects the furniture from being scorched. The lighter is operated by pressing a button protruding from the black fibre handle. Intended retail price, \$2.50.



Toaster

Electrical Merchandising, August, 1925

The Rogers Electric Laboratories Company, 2015 East Sixty-fifth Street, Cleveland, Ohio, is announcing a new toaster which, the company points out, has no springs, hinges, loose fixtures or brackets for a lever has been provided to hold the toast free from all metal so that the fingers of the operator do not come in contact with the metal. The intended retail price of this new toaster is \$2.75.

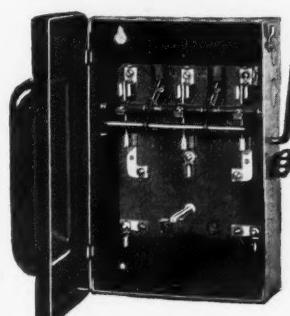


Fuse Puller and Replacer

Electrical Merchandising, August, 1925

The new "Trico" handy pocket-size fuse puller and replacer of the Trico Fuse Manufacturing Company, Milwaukee, Wis., is made for use on all fuses up to 200 amp., 250 volts and

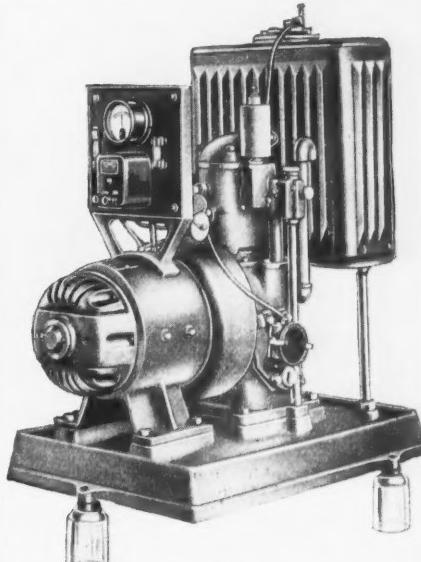
100 amp., 600 volts. It is 7½ in. long and is made of gray horn fiber tested at 35,000 volts. Intended retail price, \$1.



Motor Starting Switch

Electrical Merchandising, August, 1925

The Square D Company, Detroit, Mich., is marketing a new motor starting switch for use with time limit protective cutouts. The switch can be used with motors of 3 hp. and below on 110 volts, and with motors rated above 3 hp. up to and including 5 hp. on 220 volts. The design of the switch is very compact, making it possible to use a small switch cabinet. It can be mounted on small machines or in locations where the space is limited, the manufacturer explains. The cabinet is finished with baked enamel and a latch is provided for sealing the switch cover shut. The switch can also be locked into the "off" position.



Farm Light and Power Plant

Electrical Merchandising, August, 1925

Absence of vibration, the Alamo Corporation, Hillsdale, Mich., points out, is the outstanding feature of its new Type D. B. "Silent Alamo" power and light plant. It is equipped with a noiseless rotating sleeve-valve Ide motor. Attention is also called to its lubricating system and scientific balance of weight. An automatic throttling governor controls the speed of the motor and gives tapered charge to batteries. All moving parts are enclosed. The intended retail price of the new 1,000-watt generating unit, complete with a 100-amp. battery, on the 8-hr. discharge rate basis, is \$395.

Electric Hand Drier

Electrical Merchandising, August, 1925

A substitute for the linen and paper towel in large washrooms is found in the new "Marvel Super Handdryer" announced by the Eastern Laboratories, Inc., 225 East Thirty-eighth Street, New York City. The drier consists of a motor, fan enclosed in drum, an air passage, heating element, switch and foot treadle, enclosed in a steel, white-enamelled cabinet measuring 14 in. x 14 in. x 48 in. Pressing the foot treadle puts the drier into operation. It consumes current only when actually in operation, drawing only 4½ amp. on 220 volts or 9 amp. on 110 volts, the manufacturer declares.



New Merchandise to Sell and Where to Buy It



Lighting Fixtures

Electrical Merchandising, August, 1925

The Lincoln Manufacturing Company, 2630 Erskine Street, Detroit, Mich., is announcing three new lines of fixtures. The unit illustrated is known as No. 195-C and is designed in candle, drop and ceiling types. Bracket to match is also available. The finishes are Persian silver and black or gold polychrome. This line of fixtures is made of brass oval tubing with cast aluminum parts while the No. 185 line is of cast aluminum open body. The fixtures of the No. 2015 line are made of wrought iron and comprise units for the entire home, one, two and five-light pendant fixtures, bedroom ceiling fixtures, etc.

Two-Way Tap

Electrical Merchandising, August, 1925

A new two-way plug is being announced by the Rodale Manufacturing Company, 492 Broome Street, New York City. It is known as the "Baby" tap and, as its name implies, is one of the smallest of its kind now on the market. It is made of highly polished black, cold-molded composition and is designed to fit into all plates and base receptacles, thus providing two additional outlets. Intended retail price, 50c.



Flat Armored Cable

Electrical Merchandising, August, 1925

For use in both concealed and exposed wiring installations, the National Metal Molding Company, Pittsburgh, Pa., has developed its "Ovalflex" flat armored cable. By means of this flat cable extensions and other leads may be laid right on the surface of brick, tile or concrete without cutting or chipping the basic material of the walls. The job may then be covered with the usual thickness of plaster. The dimensions of "Ovalflex" are $\frac{1}{2}$ in. x $\frac{1}{2}$ in., making it possible to lay the cable on the faces of joists without boring holes.

Throw-Over Switch

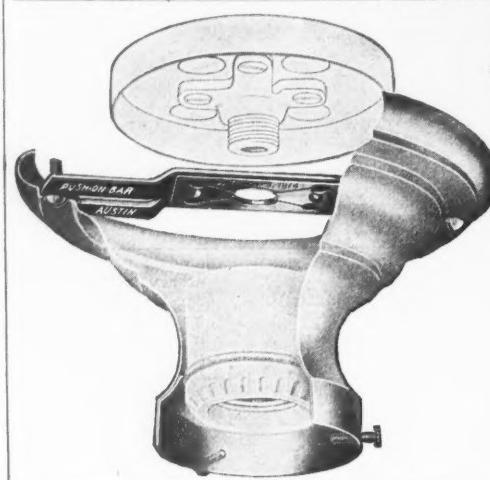
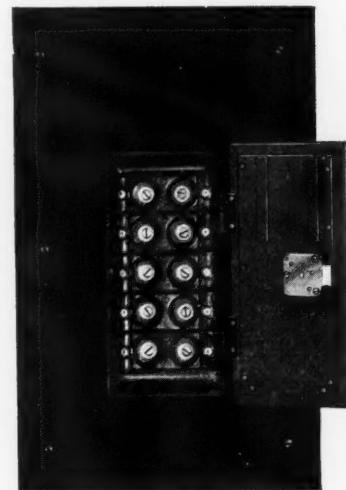
Electrical Merchandising, August, 1925

For use in automatically transferring lighting circuits to an emergency source, the General Electric Company, Schenectady, N. Y., has brought out a new throw-over switch, designated as CR-7896-M1. Such a switch, the company points out, would find its principal use in theaters, motion picture houses and other public gathering places where an emergency lighting system for exit lights is required for use when the normal lighting supply fails.

Panel Boards

Electrical Merchandising, August, 1925

The C. & P. Electric Works, Inc., Springfield, Mass., is bringing out two new barrier panels. Type C is designed for use on identified grounded neutral circuits, for plug fuses only while Type SC is made with a switch section at the bottom of the cabinet, so arranged that standard types of tumbler switches can be used. The illustration shows Type C, which is a sectional panel, the sections being mounted on a channel iron frame with the bus bars in the back, separated by a barrier. Each section has two fuses with a separate barrier pier at each end, covering the terminals and forming a partition between panel space and the gutter. Each fuse is numbered.



Push-On Fixture Bar

Electrical Merchandising, August, 1925

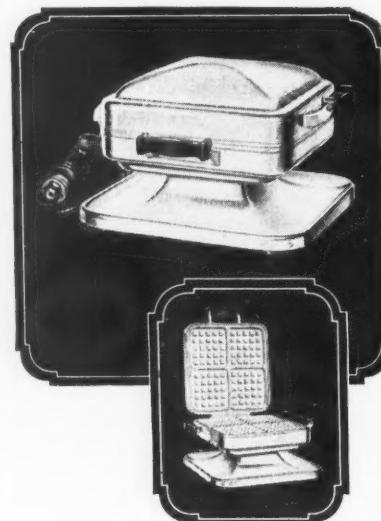
By merely pushing the new fixture bar of the M. B. Austin Company, 108 South Desplaines Street, Chicago, over the fixture stud the fixture is securely held in place, the manufacturer explains. A brass plate riveted to the iron bar, is slotted in such manner that when sprung on the threads of a fixture stud or nipple it is made to sustain a dead weight of more than 100 lb. The device is also provided with adjustable slots, making possible attachment to the ears of any standard outlet box when desired.

Service Cap

Electrical Merchandising, August, 1925

The Type B "Gee Vee" service cap of the Gillette-Vibber Company, New London, Conn., is made to meet the requirements for a horizontal entrance cap with an insulator, the manufacturer points out. It is similar in construction to the "Gee Vee" Type F service cap and has the two part insulator, furnished with three holes and seal to close unused hole when two wires are required. It can, however, be furnished

with four holes in sizes from $\frac{1}{4}$ in. to 3 in. It has galvanized finish and may be used for either inside or outside work.



Heating Pad

Electrical Merchandising, August, 1925

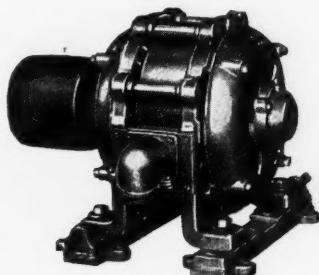
The same construction as the "Old Reliable" pad of the Russell Electric Company, 340 West Huron Street, Chicago, is employed in the company's new D-111 three-heat pad. The new "Hold-Heet" product is, however, covered with an extra-heavy grade of virgin wool eiderdown in pure white and has white washable slip. The pad measures 12 in. x 15 in. and has a rating of 100-120 volts, 45 watts. Packed in display package with dark green leatherette finish, it is listed at \$10.

Waffle Iron

Electrical Merchandising, August, 1925

Four "extra large" waffles, $\frac{3}{4}$ in. square, are made by the new No. 315 waffle iron of the A. J. Lindemann & Hoverson Company, Milwaukee, Wis. The waffle iron is colonial in design, with a heavy, highly-polished nickel finish. It is provided with aluminum cooking surfaces, heated by nickel-chromium wire elements, and has an expansion hinge. The cooking surface is $7\frac{1}{2}$ in. square, with a recessed mold around its outside to prevent waffle batter from running over the side. The tray-base, however, being larger than the cooking surface, catches any possible run-over batter. Intended retail price, \$15.

Latest Developments Gathered by the Editors



Self-Starting Motor

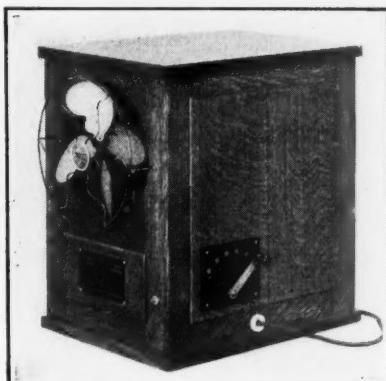
Electrical Merchandising, August, 1925

The new "Auto-Start" motor of the U. S. Electrical Manufacturing Company, Los Angeles, Cal., is an automatic self-starting squirrel-cage motor without any moving parts in the starting mechanism. It accomplishes magnetically, the manufacturer explains, what has heretofore been done mechanically. The motor can be installed directly across the line without the use of current-reducing starters, or compensators, thus eliminating the current-reducing starter which, it is pointed out, frequently costs 50 per cent as much as the motor itself. The motor also has a high starting torque and the current taken from the line, the manufacturer declares, is within the limits set by the National Electric Light Association.

Air Purifying Device

Electrical Merchandising, August, 1925

In the manner of the electrical storm which turns part of the oxygen in the air into ozone, the Air Conditioning & Engineering Company, 2914 South Jefferson Avenue, St. Louis, Mo., has designed an air conditioning device or "Ozonator" which causes a silent, miniature electrical storm to take place within a small device. The air in the room is drawn through silent electrical discharges, purified by the ozone thus created and then sent back into the room fresh and pure. The device operates from any convenient outlet and requires as much space and is as easily operated as an electric fan. The model illustrated is equipped with a specially designed Emerson fan to produce a long narrow blast of air to give good distribution throughout the room being ventilated.



Enclosed Speed Regulator for Small D.C. Motors

Electrical Merchandising, August, 1925

For regulating the speed of 1/20 to 1 horsepower d.c. motors driving small fans, blowers, adding and copying machines, lathes, sewing machines, etc., the Cutler-Hammer Manufacturing Co., Milwaukee, has brought out a new speed regulator. It is also suitable for regulating the current strength of motor fields, as a dimmer for small lighting circuits, as a heating-coil regulator, etc. It is furnished with bushings for open wiring or with knockouts for conduit wiring. The new device is enclosed and of the face-plate type.



Cord Connector

Electrical Merchandising, August, 1925

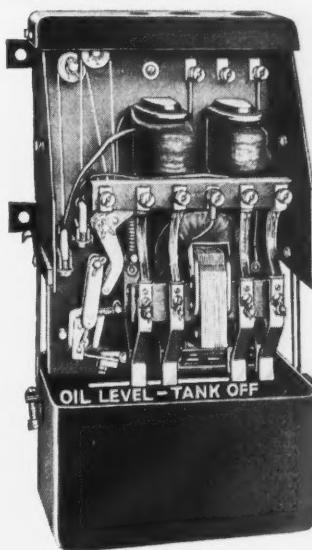
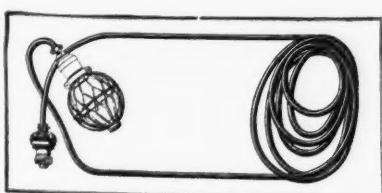
The Magnus Electric & Radio Manufacturing Corporation, 787 East 138th Street, New York City, has a new cord connector, No. 45, which is designed to take either tandem or parallel blades of any standard cap. Intended retail price, 50c.



Portable Extension Light

Electrical Merchandising, August, 1925

As the result of a name contest open to employees of Packard cable jobbers only, "Flex-O-Cord" was the name chosen for the new portable cord brought out by the Packard Electric Company, Warren, Ohio. The new cord is a plain, rubber-covered two-conductor portable cord for heavy-duty garage service, such as for portable drills and lamps. As an outgrowth from this new product, the company has combined with a 25-ft. length of "Flex-O-Cord" a plug, socket, half-frosted lamp and guard, ready for use as an extension light. This outfit is called the "Port-O-Lite" and is listed at \$6.25.



Motor Starter

Electrical Merchandising, August, 1925

The Electric Controller & Manufacturing Company, 2700 East 79th Street, Cleveland, Ohio, is announcing a new Type ZO starting switch which is a push-button-operated across-the-line type of starter with oil-immersed contacts having inverse time element overload protection for controlling 10 hp. or smaller a.c. motors. It is arranged for no-voltage protection or no-voltage release, as desired, and provides overload and phase failure protection by means of expansion wire temperature relays. The switch has a maximum rating of 5 hp., 110 volts and 10 hp., 220-440-550 volts. It is a self-contained unit enclosed in a pressed steel case.

Bushing to Seal Conduit

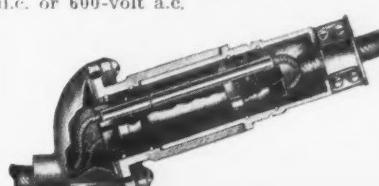
Electrical Merchandising, August, 1925

The new "Sealtight" bushing brought out by the J. A. Spahn Electric Contracting Company, Wilmington, Del., presents many new features. The seal practically locks the bushing to the conduit, preventing it from coming off by vibration. It also makes the conduit absolutely air-tight, keeping water or other extraneous material from entering. The bushing need not be removed when the line is to be pulled for the fish wire can be pulled through the seal. If the ends of the conduit are rough, the seal will protect the insulation on the lines from injury.

Circuit-Breaking Plug and Receptacle

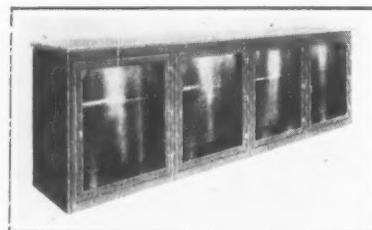
Electrical Merchandising, August, 1925

The Crouse-Hinds Company, Syracuse, N. Y., has a "Condulet" to meet the demand for circuit-breaking plugs and receptacles in capacities heretofore considered impractical. It is called the "Arktite" and as the name implies, the arc formed by pulling the plug is so completely confined in a chamber of insulating material that it is impossible, the company explains, to form a short circuit or ground. The air and gases confined in the chamber expand rapidly and smother the arc. The "Arktite" series is made in 2, 3 and 4-pole; for 10, 30, 60, 100 and 200-amp.; 250-volt a.c. and d.c. or 600-volt a.c.



Store and Window Display Equipment

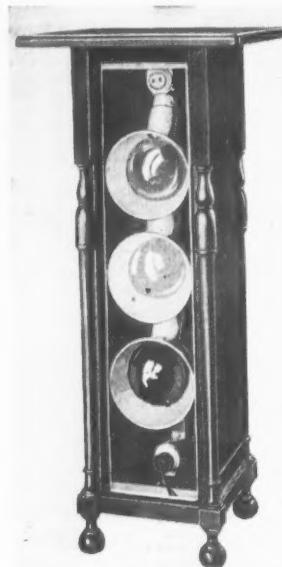
A Few Suggestions from Manufacturers of Store Fixtures on What Is New in Equipment for the Retail Electrical Shop



Glass-Front Steel Counter

Electrical Merchandising, Aug., 1925

In the small store, where every inch of display space is needed and in the larger shops too, where every available display space is desired, a glass-front counter of the type illustrated, made by the Berger Manufacturing Company, Canton, Ohio, will help solve the display problem. This counter is made of steel, finished in olive-green enamel. The display shelf is half as deep as the space, to permit a view of the bottom shelf even when one is standing close to the counter. The shelf is adjustable every three inches, and additional shelves may be added, if desired. Behind the display space, are roomy compartments for storage use. The glass doors are provided with Yale locks to prevent disturbance or theft of articles displayed. The sections measure 36 in. by 42 in.



Lighting Equipment Concealed in Window Furniture

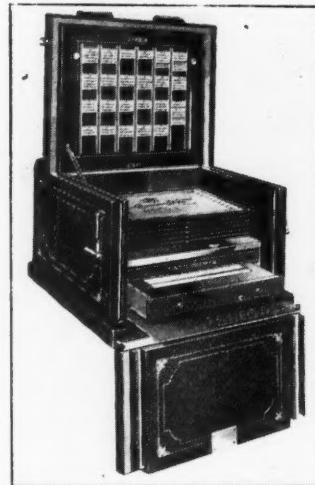
Electrical Merchandising, Aug., 1925

Softly shining lights, or, perhaps, a blaze of color, coming from some concealed source, add charm to even the poorest window display. The placing of lighting equipment, in full view of passers-by is simply not done if an artistic effect in window display is desired. A unique and practical method of concealing this lighting equipment is by the use of window furniture, designed especially to accommodate window lights. The pedestal illustrated is marketed by the On-Wa Fixture Company, Dayton, Ohio. The appearance of this pedestal is of hand-carved furniture, designed to fit the most elaborate window decorating scheme. In size the pedestal is 36 in. high with a 10-in.-sq. table surface. Included in this line of furniture-enclosed lighting equipment are plateaus, or low tables, nameplate panel signs and ferneries.

Accounting Machine

Electrical Merchandising, Aug., 1925

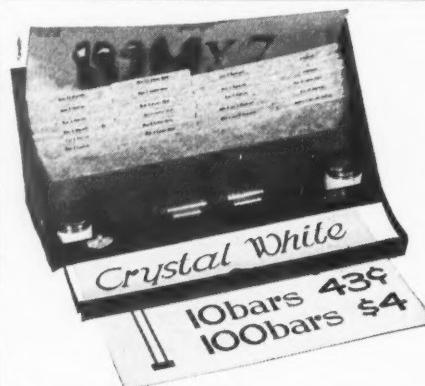
No study or knowledge of bookkeeping is required to operate the "Champion" Accounting Machine, made by the Champion Register Company, Cleveland, Ohio, its manufacturer points out. It is a combination of equipment, including a credit system, a cash register system, an adding machine, a handy writing plate, a filing system and a safe, all in one. This system, says the manufacturer, is readily adapted to the requirements of electrical stores, contractors and repair shops for it not only enables the dealer to keep his accounts receivable posted to the minute, showing what is outstanding on each account, but it also takes care of accounts payable. A daily record may also be kept of time and materials spent on each contracting job. The system is so arranged, it is explained, that anyone who can add and subtract can draw up statements of assets and liabilities and profit and loss at the end of each month.



Outfit for Showcard Making

Electrical Merchandising, Aug., 1925

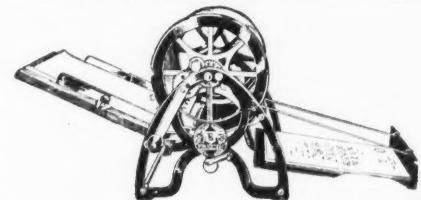
Every merchant would change his showcards more frequently were it not for the expense of having new ones made and for the inconvenience experienced in locating and engaging a letterer or sign painter every time a new display is desired. By the use of the outfit illustrated, called the "Showcarder," made by Showcarder, Inc., 391 Beacon Avenue, St. Paul, Minn., any dealer who will take the time or one of his clerks, for that matter, can make his own showcards. All sizes of showcards and streamers may be made. A few suggestions accompanying the outfit guide the user in choosing the best arrangement. The lettering is accomplished by stencil, and the use of scaling systems or other intricate operations are not required.



Stencil Duplicator

Electrical Merchandising, Aug., 1925

Many dealers would like to put on direct mail campaigns and keep in touch personally with customers and prospects were it not for the trouble and expense involved in having large numbers of letters or circulars printed for distribution. By means of the "Rotospeed" duplicator, made by the Rotospeed Company, Dayton, Ohio, any one may duplicate from 20 to 1,000 copies of anything that can be handwritten, typewritten, drawn or ruled, in one or more colors, without the use of type or cuts. The intended retail price of the "Rotospeed" is \$53.50. Accompanying each purchase is a subscription to the magazine, "Impressions" which is issued regularly by the company and which contains up-to-the-minute ideas and plans for the use of the duplicator.

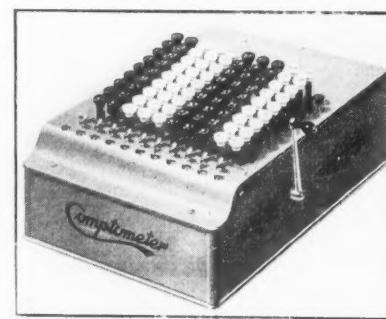


Adding and Calculating Machine

Electrical Merchandising, Aug., 1925

The increasing popularity of the model electrical home displays being held all over the country means an overwhelming amount of new wiring business for contractors in these communities. Unfortunately, increased wiring business brings increased estimating work for the unhappy electrical man, who, even if he is an expert accountant, will still find a need for an adding and calculating machine similar to the Comptometer manufactured by the Felt & Tarrant Manufacturing Company, 1713 North Paulina Street, Chicago. This extremely convenient device has several desirable features, including a "controlled-key" mechanism which automatically locks the machine when an incomplete key-stroke is made and a "clear-register" signal to prevent the operator from entering a new transaction on an uncleared register.

The Comptometer is furnished in three sizes—8, 10 and 12 columns. It may also be obtained with special columns for the addition of fractions, such, for example, as quarters, eighths, twelfths, etc.



"Dealer Helps" the Manufacturers Offer

Show Window, Counter, Mail Advertising and Specialty
Aids Offered to Help the Dealer Get More Business

The Ornamental Trend in Commercial Lighting

That there is a tendency towards the use of an ornamental type of lighting unit in commercial installations is evident from the new "Denzar" catalog — D8 — of the Beardslee Chandelier Manufacturing Company, 216 South Jefferson Street, Chicago. Fully half of the units illustrated in this new catalog are ornamental in type, suitable for the finer class of stores and offices, school auditoriums, automobile show rooms and other locations where ornate lighting equipment is desirable.

Plain "Denzars" in both pendant and ceiling types are also listed and a section of the catalog is devoted to exterior lighting equipment—bronze standards and brackets of weather-proof construction for lighting the entrances of schools, churches, banks and other public buildings. The catalog is unusual in size, measuring 12 in. long by 5½ in. wide.

The Magnavox Company, Oakland, Cal., is distributing four new leaflets on its "Magnaray" heaters. One of the four types of heaters is covered in each booklet—the fireplace heater, the lamp-socket type, the wall insert type and the air circulation type.

The Gill Glass Company, Philadelphia, Pa., has issued its general catalog, No. 13, on commercial and residence lighting. The first section deals with "Hyperion" glassware and contains reproductions of the various units in natural colors. The second section is devoted to "Una," "Velva," "Nova," "Opal," "C.R.I." and "C.R.O." glassware. Prices and full descriptions are furnished throughout the book.

"The Mid-Westerner" is the name chosen for the new house organ of Division Three of the Eureka Vacuum Cleaner Company. This interesting sheet is published monthly at Kansas City, Mo. M. M. Stack, division manager is editor and J. K. Owens of the Kansas City branch, is associate editor.

The F. W. Wakefield Brass Company, Vermilion, Ohio, has just issued its Data Sheet No. 1300 which is printed in catalog page size and contains, says the company, everything a salesman needs to know about "Red Spot" material—sizes, prices, etc.



This stand is distributed free of charge to interested dealers, by Jos. H. Meyer Bros., 220 Twenty-fifth St., Brooklyn, N. Y. Provision is made for a display of a pearl-finished lamp. "When lighted," readers are informed, "the lamps cast a 'Pearl-Ray'—soft in tone, producing a tranquility of ease and comfort."

One Way to Banish Mosquitoes

Even when porches are carefully screened, it is sometimes impossible to eliminate entirely that persistent pest of summer nights, the mosquito.

One way of banishing these unwelcome visitors is suggested by the Vaslamp Manufacturing Company, 14 East Thirteenth Street, New York City. This company makes a lamp with a base that is illuminated by means of an electric lamp concealed in its base. A few drops of citronella oil placed in the base of this lamp, says the company, will keep away mosquitoes. The concealed lamp, while softly illuminating the base also acts as a perfume burner, permeating the porch or room with an aroma that is understood to be distasteful to the winged pests.

The Niagara Searchlight Company, Inc., 3 Waverly Place, New York City, is distributing with its new No. 99 double-service spotlight a black and orange window streamer and a circular showing this new Niagara product as a spotlight and as a candle.

J. C. Bartholomew, Augusta, Kan., desires to be placed on manufacturers' mailing lists to receive appliance and fixture catalogs.

Turning Lamps into Jewels

Since the candle-type fixture first took hold in decorative lighting, several different finishes in lamp bulbs have appeared, including the frosted, ivory, and flame-colored finish. Now a new finish has appeared—the "Pearl-Ray"—which has been developed by the manufacturer of "Richelieu" pearls.

This new "Pearl-Ray" finish can be placed on any of the lamp bulbs now in use. Lamps of the desired type and rating are ordered by the dealer and are then sent by the lamp company to the manufacturer of this new "Pearl-Ray" for finishing.

To introduce this new finish to lamp purchasers, the company has prepared a window or counter display that tells its story artistically and well. It shows a beautiful woman, pearl-decked, in evening dress, against a background that includes three different types of fixtures using "Pearl-Ray" lamps.

The Wirebound Box Manufacturers' Association, 510 North Dearborn Street, Chicago, has issued a new manual of boxing and shipping methods, "The Guardian of Good Merchandise." This 48-page, illustrated booklet has been prepared to promote more economical and efficient boxing, crating and shipping practices among American shippers. It may be obtained upon request.

The Pittsburgh Reflector Company, Pittsburgh, Pa., has a new pamphlet on cove lighting. This booklet contains some attractive reproductions of cove lighting installations and gives as well some information of interest to contractors and to architects on this phase of indirect lighting for public buildings.

The Roller-Smith Company, 233 Broadway, New York City, is distributing bulletins covering two new lines of apparatus. Bulletin No. 400 covers two lines of small d.c. panel-type instruments, ammeters, milli-ammeters, voltmeters, milli-voltmeters and volt-ammeters. The supplement to Bulletin No. 530 describes the new non-closable-on-overload circuit breaker recently brought out by the company.

The Northwestern Manufacturing Company, Milwaukee, Wis., is issuing a new bulletin on its "Hansen" arc welding generator, which has recently been placed on the market.

What Does a Customer Want?

A customer enters a shop with the idea of purchasing something he has in mind. Just what does he expect on the part of the merchant in return for his patronage?

In a booklet called "Merchandising"—which is an answer to the business world's problem of the hour: Cost of Sales—the American Multigraph Sales Company, Cleveland, Ohio, sets down its own version of the customer's point of view.

Customer to himself: "I want to be spoken to at once, and courteously."

"I want to be waited on as soon as possible."

"I want what I ask for and I don't want advice unless I ask for it."

"I want a good-looking, well-made article, but not too high in price."

"I want satisfactory delivery that I can depend upon."

"I want, in addition, well-behaved, clean, well-dressed clerks, complete or varied stocks, convenient location, clean store, well displayed goods, arranged not only for display but for my convenience; trade marked goods, seasonable goods, goods other dealers do not carry."

Granted, says the company, that a dealer fulfills all these conditions, it will pay him to tell people, preferably through direct-mail channels. Many pages of the booklet are devoted to direct mail advertising methods on which subject some valuable points are given regarding the use of this form of advertising. This 31-page booklet is available, free of charge, upon request.

What Women and What Men Ask About an Electric Washer

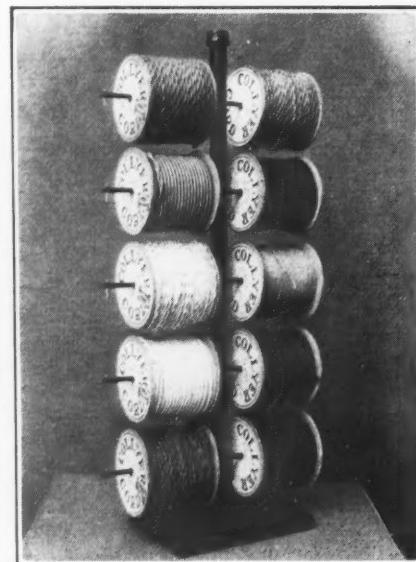
Certainly, no one buys an appliance of such magnitude and importance as an electric washer without evincing an interest in some of its points. It is interesting to note the general trend of a woman's reaction to a washer sales talk, and a man's expression of interest.

For instance, here are some of the questions women ask of washer salesmen, as set down by the Gainaday Electric Company, Pittsburgh, Pa., in a little booklet prepared for consumer distribution:

"Is it easy on clothes?"

"Is it safe to use around children?"

"Does it cost much to operate?"



Giving the Cord a Berth of Its Own

Ten spools of lamp cord may be accommodated by the rack designed by the Collyer Insulated Wire Company, Pawtucket, R. I., for use by its customers. This rack is supplied gratis with orders of lamp cord, cotton, silk or any other construction, amounting to a stated minimum or is sold at cost—\$5 net, f.o.b. shipping point—to any merchandiser of lamp cord.

"Is it easy to clean?"

"Is it a time saver?"

"Will it wash all clothes?"

Men, on the other hand, are more mechanically-minded, and, says the Gainaday Company, always ask these questions:

"Who makes it?"

"Is it mechanically right?"

"Will it rust?"

"What happens when the motor is overloaded?"

"Is it guaranteed?"

By anticipating these questions, the salesman is often able to have ready for use, satisfactory replies to his customer's doubts, thus creating confidence in both his product and in himself as an authority on that product.

The Delco-Light Company, Dayton, Ohio, is issuing a new 16-page booklet on its "Frigidaire." The booklet shows the different complete models of electrical refrigerators made by the company, with specifications, including sizes of the boxes, so that the floor space requirements of the different models may be known. There are also described the different sized cooling coils which can be placed in the customer's own ice box.

The Phelps Electric Company, 29 South Clinton Street, Chicago, has a giant cut-out of its "Skedoodle" flasher plug, with easel back. It is finished in the natural colors of the plug and provides arrangement for inserting two plugs in the center of the cut-out.

The Vacuum Cleaner as an Aid to Health

Aside from its great labor-saving qualities, the vacuum cleaner performs another service in the home—it safeguards the health of the children. "Is your floor a safe playground for your children?" asks the Hoover Company, North Canton, Ohio, in a new folder recently issued, "For Your Children's Sake."

"Physicians say that the greatest menace of all to childhood's health lies unmolested in many a rug! It is dirt! This dangerous dirt you can't see, because it is hidden—embedded way down deep in the nap. It is common ordinary street filth, full of millions of germs of all characters, including the germs of many contagious diseases. This dirt is brought into your home and is scuffed into the nap of your rugs." (But it can be effectively removed, of course, by the electric cleaner.)

The folder is in four colors and of a suitable size for enclosure with statements and merchandise.

Another new Hoover selling help is a 24-page booklet, "How to Judge an Electric Cleaner." The text, illustrated with six four-color paintings, classifies the dirt that is to be found upon and in all carpeting into three groups, pointing out the work an efficient electric cleaner should and must do. The three general types of electric cleaners and the cleaning principles upon which each relies are also discussed.

Both pieces are supplied free, imprinted as the dealer specifies.

The Luminaire Studios of Curtis Lighting, Inc., Chicago, have grouped together in book form a collection of luminaire designs of the various periods. The volume is a treatise on scientifically planned illumination incorporated in luminaires of authentic period design. Supplementing this edition is a book of characteristic designs showing the newest applications of scientific and artistic lighting equipment. Copies of these two volumes may be obtained from the Luminaire Studios, 1119 West Jackson Boulevard, Chicago.

"The Syntron" is the name of a new monthly publication issued by the National Electric Manufacturing Company, Pittsburgh, Pa., to its patrons. Its name is taken from its product, the "Syntron" electric hammer.

The Quadrangle Manufacturing Company, 553 West Monroe Street, Chicago, has brought out a new catalog, showing a complete line of industrial and commercial lighting units, in addition to kitchen and bathroom porcelain fixtures.

The "Laube Plan" for Educating Customers

(Continued from page 5447)

at 5.30 there are usually a number of the ladies still in the store.

To go back to the occasion of the first of these lectures. This first lecture demonstrated the success of the idea. The lecture was on Wednesday and for the second lecture on Friday another group from the same club had arranged to come. Before the end of the week other clubs who had heard of the plan and had called the Laube store to ask about it and on Mr. Laube's sending out a letter outlining the plan and offered to a selected list of leading women's clubs in Rochester, there were seventeen applications received by return mail.

Forty-three Applications Now on Waiting List

Applications have continued to come in unsolicited and at the present time all meetings are booked up until the fifteenth of October when because of the holiday season the meetings will be intermittent, until after Jan. 1. In addition to this full schedule there are forty-three applications now on the waiting list.

In addition to the lectures in the store this same program of talks has been given before two large domestic science schools in Rochester and before groups of women in several small towns near Rochester. These meetings have been given by request and the Laube company paid nothing for attendance which has been as high as eighty women at one of these meetings.

Now what does this cost and what is accomplished? The cost to the Laube company is close to a dollar per woman guest. Fifty cents per person is paid to the club treasury and no club can come without a minimum of twenty-five. Twelve

dollars and fifty cents a week or \$25 a meeting is paid to the two girls who serve the coffee and waffles and who wash up afterward. An asbestos pad for holding hot handles or a similar small useful device is given to each lady as a compliment. These cost about four cents each. Folding chairs are rented at \$1.50 a meeting. Groceries cost about \$1.50 a meeting. Thus the total cost is about \$1 for each woman who attends.

With a minimum of 2,000 women for the forty weeks the cost is around \$2,000. This is approximately one-sixth of the Laube advertising appropriation and is a very productive expenditure.

The effect is larger than it might appear, the women who attend these lectures comment on them to their friends and neighbors. Laube's Electrical Department Store is revisited by the lecture guest and her neighbor also drops in to look around.

For the shopper, Mr. Barnes, store retail manager, has always one or more tables of "specials" which offer an appeal to the bargain instinct and the woman loses the idea that because it is a specialty store that Laube's is expensive.

For instance Laube sells on an average fifty bridge lamps a week at \$2.25 each. These are wonderful value for the money and although his gross profit is but 17 cents each he brings 50 women a week to the store and gives them a satisfactory sense of having bought advantageously.

The Use of "Leaders"

In fixtures this policy of providing a "leader" or "special" is followed with a selected value in a dining room fixture. Priced very moderately it strikes every fixture buyer as unusual value and they carry over this favorable impression to the other fixtures shown them.

Business Lessons from Hardware Trade Survey

(Continued from page 5455)

a collision with another car and of injury to other property or persons that too often is not covered by insurance.

Delivery in the average store has been increasing rapidly. As an example, the average store in a town of over 50,000 with a volume of \$150,000 paid \$1,750 for delivery in 1922. The next year the cost was \$2,240 and 1924, \$2,730, almost \$1,000 more than in 1922.

In the chart and tables delivery expenses, like all others, is computed on total sales. If only half of the sales are delivered, the expense is properly chargeable only against that half. Delivery expense in stores selling \$60,000 to \$100,000 in towns of 10,000 to 50,000 is nearly 2 per cent of the total sales which would be close to 4 per cent for merchandise actually delivered. That amounts to more than four times the profit on sales. Is there a remedy for excessive delivery costs? The best opportunity for a reduction probably lies in a central delivery system. Sometimes the central system is owned by a number of stores, but more often it is a separate company.

Bad Debt Losses Lower as Population Grows

One bright spot among the expense items is that of losses on notes and accounts. During the past three years they have been steadily declining in the towns under 10,000 population. In larger towns this item has remained almost stationary. Improved farming conditions are probably responsible for lower losses in the smaller towns. But even with improved conditions in those towns, losses on bad debts are progressively lower as population increases.

A Profit on Investment

Is a profit on investment and a loss on sales possible at the same time? In computing PROFIT ON SALES, interest on investment was included with expense of doing business.

Profit on investment in small hardware stores was not as high as savings bank interest. Stores with a volume between \$60,000 and \$100,000 made the highest percentage of profit on investment, or nearly 11 per cent. Profit on investment should at least equal bank interest.

Average Daily Sales of Hardware Salesmen

In Stores in Towns of:

With sales of:	1,000 and less	1,001 to 2,500	2,501 to 10,000	10,001 to 50,000	50,001 over
\$25,000 and less..	\$43	\$40	\$38	\$36	\$44
25,001 to \$40,000 .	54	53	53	54	52
40,001 to 60,000 .	62	66	61	57	55
60,001 to 100,000 .	70	74	71	68	68
100,001 to 400,000 .	110	86	90	80	67

It means much to Hoover dealers that The Hoover has won highest award wherever it has competed. But it means far more that Hoover deeds are even greater than its honors.

THE HOOVER COMPANY, NORTH CANTON, OHIO
The oldest and largest maker of electric cleaners
The Hoover is also made in Canada, at Hamilton, Ontario



Clear Definitions of Seven Business Terms

That *gross profit* is a misnomer and that the term *margin* be used instead, is recommended by the National Retail Hardware Association. This association has recently corrected the business examples in 102 school arithmetics. The object of this activity was to correct the erroneous theory of profit set out in most arithmetics and which through spreading misunderstanding has worked a great injustice to those engaged in distribution. As a part of the changes and additions suggested to the publishers to make their text books clear, correct, and illustrative of modern practice, the Association includes a series of definitions of business terms which are, even in the business world, not always used correctly. These definitions printed below are of great interest and it is to be hoped that this exact and simple terminology will come into even more general use.

Business Definitions

Margin: (Commercial Use). "The difference between the cost and selling price of an article, taken as that from which expenses must be met, profit derived, etc."—*Webster's New International Dictionary*.

Increase: Since margin is always figured as a percentage of the selling price, the amount added to the cost to make the selling price should be called advance when it is stated as a percentage of the cost.

Expense: The merchant's function is to act as a buyer for his community. His job is to have the goods his community wants at the time needed. Certain expenses are connected with the performance of this service. They include such items as salaries of employees; rent for his store room; heat and light for his store; delivery of merchandise; insurance on his stock; taxes on his stock; advertising; postage and telephone; collection of accounts; and others.

After a thorough investigation of retailing, covering the years 1913 to 1921, inclusive, the Joint Commission of Agricultural Inquiry, appointed by Congress, reported average expenses as follows:

Men's and boys' clothing expenses were 25.32 per cent of sales.

Hardware expenses were 19.76 per cent of sales.

Shoes expenses were 24.68 per cent of sales.

Groceries expenses were 15.04 per cent of sales.

Dry Goods expenses were 26.58 per cent of sales.

Profit: "The excess of the price received over the cost of purchasing and handling, or producing and marketing, particular goods."—*Webster's New International Dictionary*.

Gross Profit: This is an old term which has been used synonymously with "net profit." This double use leads to confusion, of which there are striking examples in many arithmetics. An author will give an explanation of the difference between "gross" and "net" profit and immediately drop both terms and use the word "profit," for either or both. Such usage has caused much of the misunderstanding of the amount of profit a retailer actually makes. Because of this margin is the preferable term.

Gain: "With reference to wealth or property; (a) Any increase of value whether from business transactions or mere advance in value, or increase of capital."—*Webster's New International Dictionary*.

It is evident from this definition that gain is not synonymous with margin and should not be so used.

Percentage: Percentages of margin, expense, and profit should be figured on the selling price. Selling price, representing, as it does, the consumer's dollar, is 100 per cent. Cost of merchandise, expense, and profit are all portions of this 100 per cent, and should be so expressed.

Saxaphones and Sockets, Bass Drums and BX

An unusual side line for an electrical contractor dealer is one operated profitably by F. H. Cress of Brighton, Colorado. The side line is band instruments. Music is Mr. Cress' hobby and as he plays in the Brighton concert band and leads the Brighton Boy Scout band he is closely in touch with all the people

of Brighton who buy or use band instruments.

As these same people buy and use electrical and radio merchandise Mr. Cress' hobby has been a means of increasing his wiring and appliance business.

The Cress store shows a varied line of electrical appliances, radio and band instruments and in Mr. Cress' sales work he finds it just as important to demonstrate a saxophone as he does to demonstrate a vacuum cleaner. It is said that he can repair any appliance and tool any band instrument. The business, as well as musical, harmony which reigns in Brighton is illustrated by Mr. Cress' recent sale to a competing contractor dealer of a cornet and a slide trombone.

Comparative Records in a Live Retail Store

An enterprising Kansas retail store stimulates better salesmanship by prompt summarizing of all sales-records.

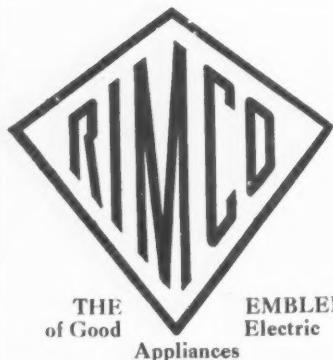
Each month the record shows whether the salesman has gone ahead, slowed up or fallen behind. He is aware that the management knows of his achievement, or lack of it, and he also knows that for extra business there is a bonus award at the end of the six months' period.

The plan works fine.

In Broadway Drama Electrical Contractor Orates on Light and Love

"Proper electric lighting is half of love," wisecracks M. Cortinat, the retired electrical contractor, in Henry Barron's production, "The Bride Retires" at the National Theatre, New York City. Cortinat is a typical American electrical contractor in that he has been able to retire from that field with over a half million dollars. And, electrical contractors, please note the vest and tie so that when you retire, you will dress properly.

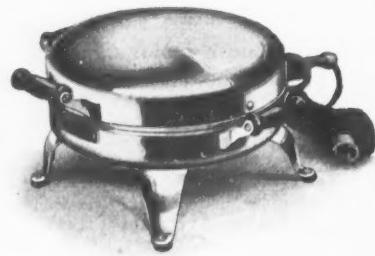




Wonderful Values for Fall Specials

In RIMCO Electrical Appliances

With early fall comes a call for Waffle Irons and Reflection Heaters. In both of these fields, the RIMCO line offers the most for the money.

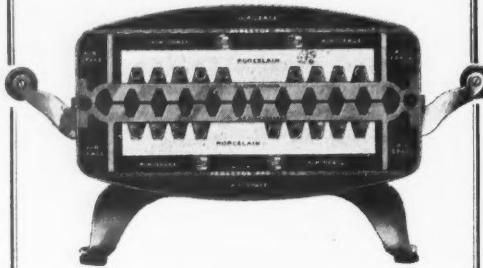


The RIMCO Perfected Electric Waffle Mold is of a neat convenient design that will add charm to the most exclusive table.

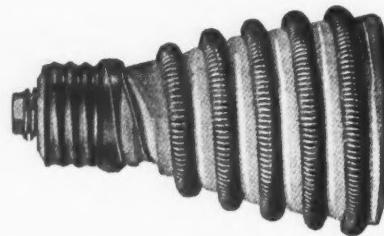


Of highly polished steel, first copper plated and then heavily nickelated, it has a beautiful durable finish. The ebonized handles and the heatproof feet add the necessary exterior tone.

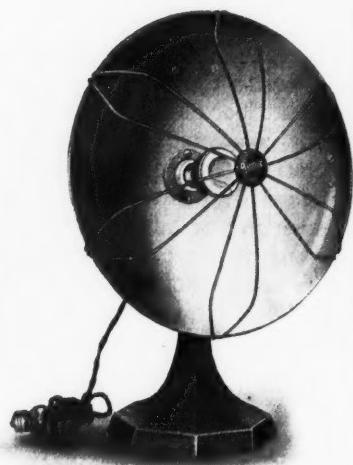
The Secret of Their Success



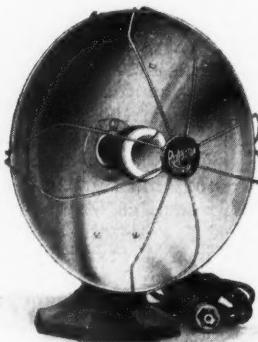
It is in its interior construction that the RIMCO Waffle Mold excels them all. Most Waffle Molds do not last long because of inferior insulation, but in the RIMCO, the RIMCO perfected porcelain unit is used. This insures proper heat distribution and long life. Asbestos mats and dead air spaces absolutely protect the top and bottom from discoloration.



The Rayreflector heating element is properly designed to give the greatest reflection value from the heat it generates. Embodying an unbreakable porcelain base and an abundance of genuine Nichrome resistance wire, it is practically indestructible.



The original Rayreflector was the first full sized *perfect service* reflection heater offered at a moderate price. Built along pleasing lines, its cast base is nicely enameled while its solid copper reflector is carefully burnished and lacquered.



The Rayreflector Junior, a 10 in. heater, is a splendid counterpart of the original Rayreflector. The reflector of the larger heater is designed to diffuse the heat over a larger space as in a bath-room, den, etc., whereas the Rayreflector Junior is more of the spot type.

RIMCO products are sold direct to the retailer at moderate prices — very low when quality is considered. They will enable you to better satisfy your trade than anything else at anywhere near the same price and better than many at a higher price and your PROFITS are well taken care of. Write for samples or additional information.

ROCK ISLAND MFG. CO., Rock Island, Ill.

Manufacturers of the Automatic GUARDIAN SAFETY IRON

News of the Electrical Trade

Electragists at West Baden, Ind., Sept. 23-25

J. H. Trumbull, governor of Connecticut, president of the Trumbull Electric Manufacturing Company, and former electrical contractor, will make the principal address at the Quarter Centennial Convention of the Association of Electragists, to be held at West Baden, Ind., September 23, 24 and 25.

The program this year marks a departure from the order of previous years in that the afternoon sessions are to be executive in character. For years all sessions, including the meetings of the executive committee, have been open to all. The executive committee decided in the Spring that it could accomplish more if the meetings were not open and now it is the opinion of the administration of the Association that on certain subjects the delegates to the convention will feel freer to express their opinions frankly if only Electragists are present.

The convention will be in session three days, Wednesday, Thursday and Friday, September 23, 24 and 25. There will be open sessions each morning when invited speakers representing other branches of the electrical industry will address the convention.

Evenings will be given over to entertainment, with a costume ball on Wednesday, and a playlet and minstrel show on Thursday. On Friday night the Electragists will act as hosts to the central-station men attending the convention of the Great Lakes Division of the N.E.L.A., at French Lick Springs, a mile away.

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Wonderful Values for Fall Specials

In RIMCO Electrical Appliances

With early fall comes a call for Waffle Irons and Reflection Heaters. In both of these fields, the RIMCO line offers the most for the money.

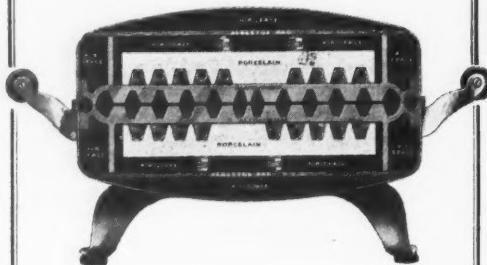


The RIMCO Perfected Electric Waffle Mold is of a neat convenient design that will add charm to the most exclusive table.

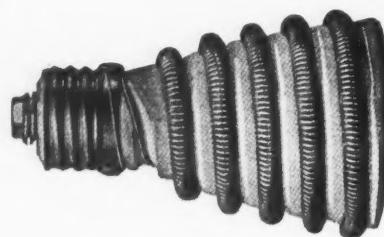


Of highly polished steel, first copper plated and then heavily nickelated, it has a beautiful durable finish. The ebonized handles and the heatproof feet add the necessary exterior tone.

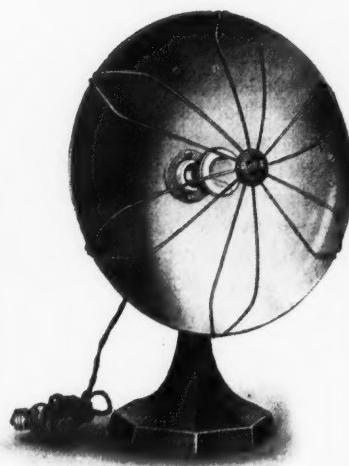
The Secret of Their Success



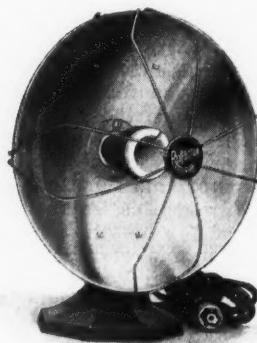
It is in its interior construction that the RIMCO Waffle Mold excels them all. Most Waffle Molds do not last long because of inferior insulation, but in the RIMCO, the RIMCO perfected porcelain unit is used. This insures proper heat distribution and long life. Asbestos mats and dead air spaces absolutely protect the top and bottom from discoloration.



The Rayreflector heating element is properly designed to give the greatest reflection value from the heat it generates. Embodying an unbreakable porcelain base and an abundance of genuine Nichrome resistance wire, it is practically indestructible.



The original Rayreflector was the first full sized perfect service reflection heater offered at a moderate price. Built along pleasing lines, its cast base is nicely enameled while its solid copper reflector is carefully burnished and lacquered.



The Rayreflector Junior, a 10 in. heater, is a splendid counterpart of the original Rayreflector. The reflector of the larger heater is designed to diffuse the heat over a larger space as in a bath-room, den, etc., whereas the Rayreflector Junior is more of the spot type.

RIMCO products are sold direct to the retailer at moderate prices — very low when quality is considered. They will enable you to better satisfy your trade than anything else at anywhere near the same price and better than many at a higher price and your PROFITS are well taken care of. Write for samples or additional information.

ROCK ISLAND MFG. CO., Rock Island, Ill.

Manufacturers of the Automatic GUARDIAN SAFETY IRON

News of the Electrical Trade

Electragists at West Baden, Ind., Sept. 23-25

J. H. Trumbull, governor of Connecticut, president of the Trumbull Electric Manufacturing Company, and former electrical contractor, will make the principal address at the Quarter Centennial Convention of the Association of Electragists, to be held at West Baden, Ind., September 23, 24 and 25.

The program this year marks a departure from the order of previous years in that the afternoon sessions are to be executive in character. For years all sessions, including the meetings of the executive committee, have been open to all. The executive committee decided in the Spring that it could accomplish more if the meetings were not open and now it is the opinion of the administration of the Association that on certain subjects the delegates to the convention will feel freer to express their opinions frankly if only Electragists are present.

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N. E. L. A. Announces Employees' Contest Winners

The National Electric Light Association has announced the winners in the Employees' Home Lighting Contest conducted among the employees of its member companies. First prize of \$500 went to Miss Helen E. Beisel, of the Nebraska Power Company, Omaha. Second and third prizes respectively, \$300 and \$200, went to C. N. Robinson, Public Service Company of Northern Illinois, and H. C. Cox, Kansas Gas and Electric Company.

This contest was held in over five hundred towns and many local prizes were given by the central stations besides. Earl E. Whitehorne, of *Electrical World*, New York City, was chairman of the committee of judges.

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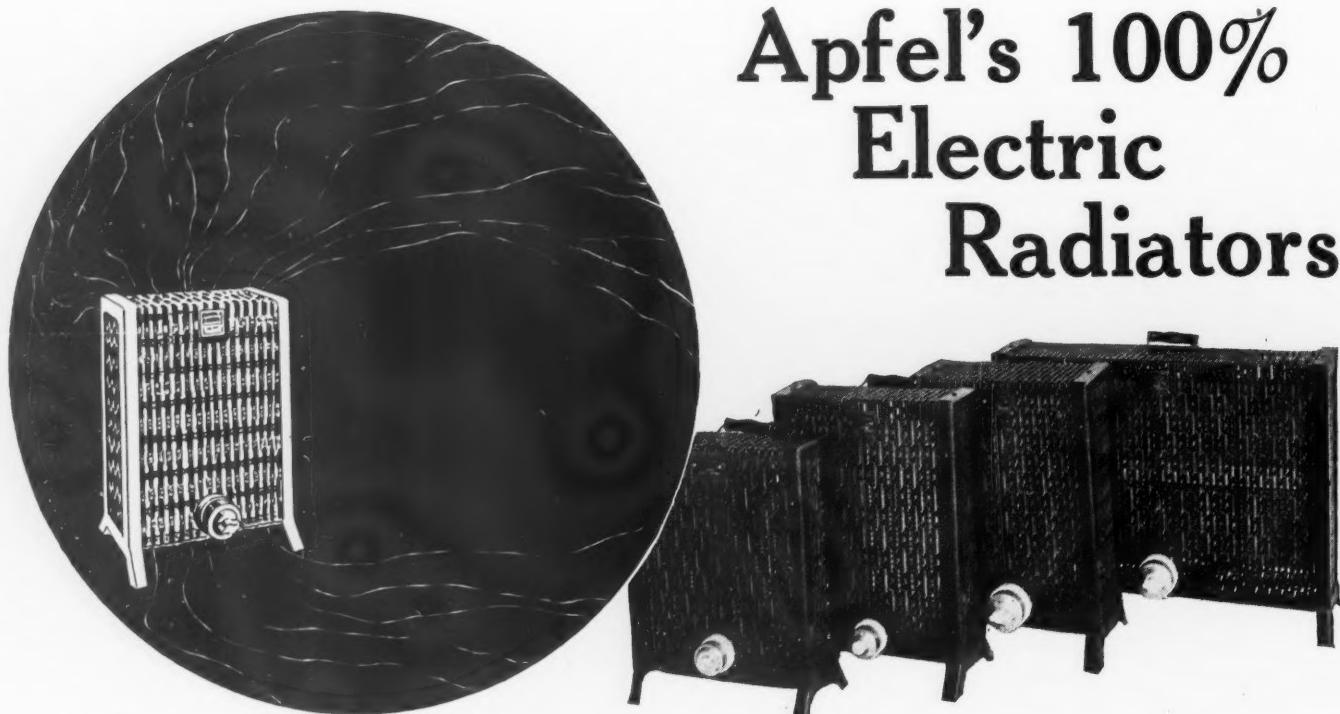
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Apfel's 100% Electric Radiators

- a Real heater

Here is the portable heater that really heats.

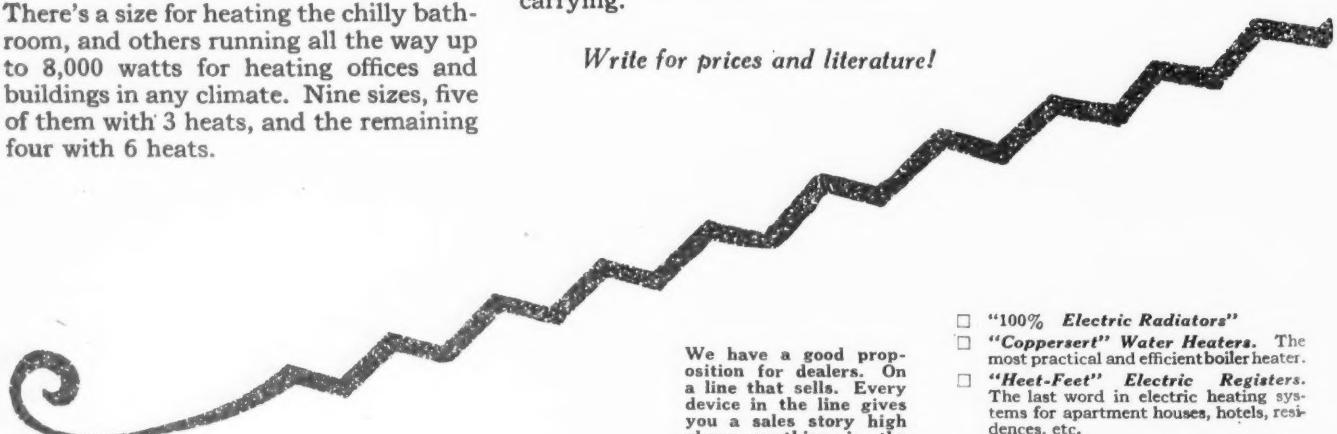
In a market glutted with heaters of the reflector type, the "100% Electric Radiator" is mounting higher and higher in sales. It gives the dealer a *distinctive* heater to sell; a *real* heater.

There's a size for heating the chilly bathroom, and others running all the way up to 8,000 watts for heating offices and buildings in any climate. Nine sizes, five of them with 3 heats, and the remaining four with 6 heats.

On the market for nine years and each year has marked constant improvement. It stands alone in the whole field, and has a record of nine years without a burnout.

Finished in black enamel with nickel trimmings. Convenient handle for carrying.

Write for prices and literature!



We have a good proposition for dealers. On a line that sells. Every device in the line gives you a sales story high above anything in the field.

Write for literature and details. Just check what interests you on this list.

- "100% Electric Radiators"
- "Coppersert" Water Heaters. The most practical and efficient boiler heater.
- "Heet-Feet" Electric Registers. The last word in electric heating systems for apartment houses, hotels, residences, etc.
- Glue Pots — cost 30% less to operate.
- Cigar Lighter for home, office, cigar stores, etc. New in principle.
- "Electric Circulator" for keeping automobile engines warm on cold nights.

ELECTRIC HEATING AND MANUFACTURING CO.
6th North & Harrison Sts. Seattle, Wash.

Washing Machine Distributors Gather at Peoria

On June 8 and 9, the leading jobbers and distributors of washing machines met at Peoria, Illinois, to view the first public showing of the latest product of the big plants of Altorfer Brothers Company.

During these two days, a careful study was made of the manufacturing methods of the plant, and the company presented to the visitors a very complete merchandising, sales and advertising program.

One Third of Milwaukee Families Own Washers

Out of 133,853 consumers of electricity in the greater Milwaukee market, approximately one-third of them own an electric washing machine and a little more than half own an electric vacuum cleaner.

There has been an increase of 3½ per cent in the ownership of electric washers during the past year, and an increase of not quite 3 per cent in the ownership of vacuum cleaners, according to a consumer analysis made by the Merchandising Service Bureau of *The Milwaukee Journal*.

California Electrical Bureau Reorganized

A plan of reorganization providing for co-operation with the California State Association of Electragists in the field work for the benefit of electrical dealers has been adopted by the California Electrical Bureau.

Under this arrangement, the Electragists will also assist the Bureau in bringing about the organization of a merchandising section within the Bureau and the establishment of local branches of this section at such points within the state as may be advisable.

An office of the Bureau is to be maintained in San Francisco and one in Los Angeles, while a field man for special duties in the San Joaquin Valley with headquarters at Fresno will continue to function as in the past. Excellent results for the benefit of the industry are expected through this union of all forces concerned with the improvement of merchandising conditions in the state.

The Copeland Products, Inc., builders of domestic ice machines and refrigerating units, has moved its factory from Flint, Mich., to Detroit. The new factory has been planned and laid out with new machinery installations and equipment for large production.

The Circle F Manufacturing Company has added to its representatives the following concerns: Walter H. Dyer and Company, Arcade Building, St. Louis; Warren C. Graham Company, 208 Godchaux Building, New Orleans; B. B. Downs and Sons, 2126 Igglehart Avenue, St. Paul.

The Permway Electrical Manufacturing Company, St. Louis, Mo., has been organized by E. F. Reinhardt and Nolan De Woskin to manufacture electrical heating devices. Mr. Reinhardt has been a manufacturing agent, representing several well-known lines.

The Wentz Electric Products Company, Newark, N. J., announces the addition of two agents to distribute its products. The Charles D. White Company, 208 Purchase Street, Boston, Mass., will cover the New England territory while Thomas J. Stewart, 1428 Munsey Building, Baltimore, Md., will handle the territory in Washington, D. C. and Maryland.

The Anylite Electric Company, Fort Wayne, Ind., announces as its representative in Salt Lake City, Utah, Thomas A. Williams, 400 Scott Building.

The Electrical Contractors' and Dealers' Association of Scranton will have an Electrical Show at the Scranton Armory on October 19 to 24, 1925. Jack Williams, of the Scranton Electric Construction Company, is manager of the show.

The Rockbestos Products Corporation has moved its Chicago office from the First National Bank Building to the Madison Terminal Building, 9 South Clinton Street. O. D. Allen is in charge.

The Anylite Electric Company, Fort Wayne, Indiana, has appointed the Backmeier Sales Corporation to represent it in the southern section of the country.

The Philadelphia Electric Company has organized its various selling teams into a miniature baseball league, and has arranged a season schedule. Teams are pitted against one another each day, and the game is won by the team making the largest number of appliance sales. This friendly spirit of competition is a real stimulant to the salesmen.

Eureka Men Hold Meeting in Chicago

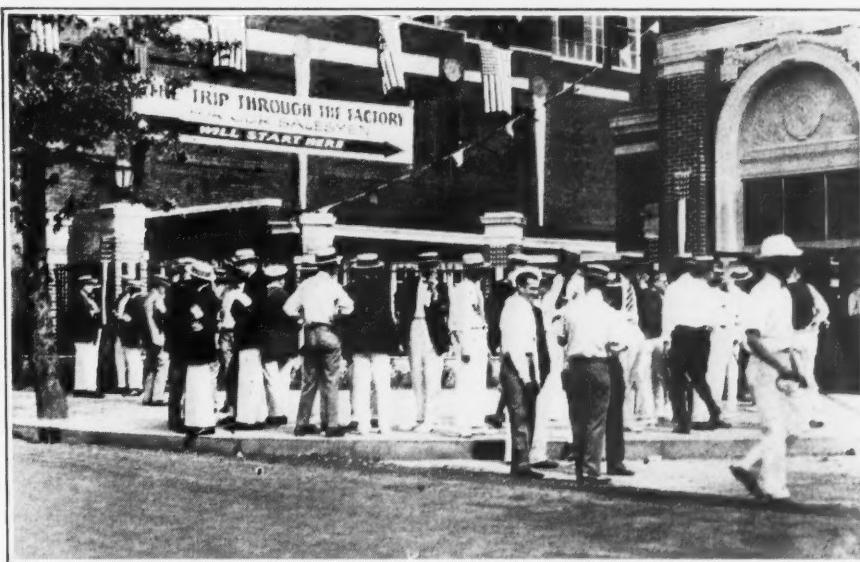
More than 250 men and women connected with the Chicago branch of the Eureka Vacuum Cleaner Company held their annual banquet in Chicago, June 24. A. L. McCarthy, vice-president and general manager of the company, reported sales for the first quarter of 1925 as 50 per cent above those for the same period of 1924.

In discussing the problem of direct selling, Mr. McCarthy emphasized four essentials to success: (1) a definite plan of operation; (2) four demonstrations per day; (3) enthusiasm; (4) imagination. Analysis of the market for the company's product showed 8,000,000 wired homes, today, without electric vacuum cleaners. That this unsaturated market is increasing was demonstrated by the fact that in Chicago, for example, the number of new customers added to the lines of the Commonwealth Edison Company, exceeds every year, the combined total sales in the city, of all makes of electric vacuum cleaners.

Harry D. McKinney has been elected second vice-president and general sales manager of the Driver-Harris Company, Harrison, N. J. Mr. McKinney came to the Driver-Harris Company in 1918 as district sales manager of the New England territory, in which capacity he served until 1920 when he was transferred to the Chicago sales office as manager. Mr. McKinney was once with the Westinghouse company.

W. Earle Dye is resigning from the *Richmond Missourian*, Richmond, Missouri, to join the Missouri Gas and Electric Service Company in advertising, publicity and electrical merchandising activities.

Hoover Company Holds International Sales Convention



Salesmen from all parts of the United States, Canada, England, Denmark, Holland, Sweden and Switzerland, attended the Fifth International Hoover Convention held at North Canton, Ohio, July 7 to 18. The conven-

tion opened on Monday, July 7, with a parade with 2,000. The feature of greatest interest was the contest for the title of International Demonstrating Champion, won this year by H. Simpson of London, England.



Torrid Room Heater
\$4.50



Torrid Waffle Iron
\$10.00



Torrid 8 Cup Percolator
\$3.75



Torrid Marcel Iron
\$3.50



Torrid-Silex Coffee Filter
\$8.00



Torrid 6 lb. Flat Iron
\$4.00



Torrid Therapeutic Lamp
\$7.50

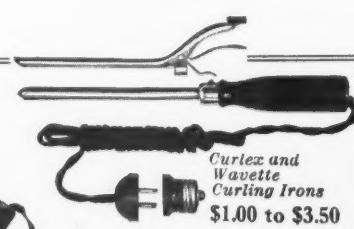


Torrid Heating Pads
3-Heat \$7.00 — 1-Heat \$4.50

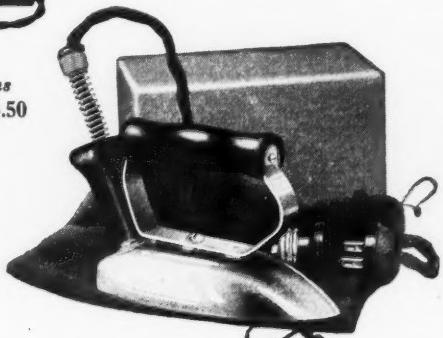
Torrid
Soldering Iron
\$1.50



Torrid Table Stove
\$3.00



Curlex and
Wavette
Curling Irons
\$1.00 to \$3.50



Torrid Traveling or Boudoir Irons
1 1/4 lb. \$3.00—2 lb. \$3.50

POPULARLY PRICED in Spite of Quality

Women, everywhere, welcome the savings made possible by the *Wolcott Policy of Fair Prices*. No matter what TORRID APPLIANCE they may select, it is certain to give satisfaction. It embodies advanced features in design and construction. One TORRID APPLIANCE leads to the use of others. That is a truth clearly demonstrated by an unprecedented demand for all TORRID numbers, alike.

Your customers cannot enjoy greater pleasure than that afforded by every TORRID APPLIANCE, even though they pay twice the price for something else that seems better *only* because it costs more. Uniformly high-grade; rich, distinctive appearance; painstaking workmanship—these are your protection when you concentrate on the *complete* line of TORRID APPLIANCES.

TORRID APPLIANCES are guaranteed for a period of one year. They are as trouble-proof as human ability can make them. They endure. They serve long, and well!

THE FRANK E. WOLCOTT MFG. CO.
Hartford, Conn.

Have you received copies of our Latest Revised Listing and Index? Gladly sent on request, together with details that point the way to greater volume— even greater proportionate profits.

Illinois Contractors to be Licensed

Among the bills recently signed by Governor Small, at Springfield, Illinois, was the Sneed Bill, House Bill Numbers 83 and 84, providing for the licensing of all electricians and electrical contractors in that state.

The Westinghouse Electric and Manufacturing Company has found it necessary to create a separate section for instruments due to the steady increasing growth of the meter section which, until now, has handled both the electric instruments and meters. Mr. R. T. Pierce will be manager of this new section with offices located in Newark, New Jersey. The new section will handle indicating, portable and recording instruments, relays and instrument transformers.

The Coffield Washer Company, of Dayton, Ohio, announces the opening of an office in New York City, at 120 Liberty Street, to serve as headquarters for Glenn A. Wilson, Eastern District Manager.

The French Battery, of Madison, Wisconsin, has made public a refinancing plan whereby it will be able to increase greatly the output of the plant. The plan calls for increasing the preferred stock from \$700,000 to \$1,500,000 and to issue \$1,000,000 in five-year convertible six and one-half per cent gold notes. The reorganization plan does not involve any changes in personnel but the word "Carbon" has been dropped from the name of the company, giving the firm the new title of the French Battery Company.

The Western Electric Company recently opened a supply distributing house at Houston, Texas. This latest addition to the Western Electric family has a floor area of 20,000 sq.ft.

The Robbins and Myers Company, of Springfield, Ohio, announces that C. A. Starling, General Manager of the Canadian branch for six years, has been appointed manager of the New York sales office. K. C. Berney, of the Springfield office, succeeds Mr. Starling as Canadian Manager.

The Crane Electric Company, of Richmond, Indiana, was purchased by G. H. Hayward, electrician in the company. Mr. Hayward will take charge of the business and continue it under the same name.

The Cincinnati Electric Club has appointed Robert M. Dederich business manager with temporary headquarters at the Chamber of Commerce.

The Steel City Electric Company has appointed J. R. Richards sales manager to succeed V. G. Fullman, who resigned May 1 to enter another line of business.

The Triumph Electric Company, of Cincinnati, O., was declared solvent by U. S. District Judge Hickenlooper, at Dayton, O., last month. This directed verdict ended a long drawn-out litigation; the Triumph Company proved conclusively that its assets exceeded its liabilities by \$500,000.

The New York Electrical Credit Association, at a meeting of the Board

of Directors held in New York City, July 16, 1925, adopted a plan establishing a Credit Interchange Bureau. The Publicity Committee is now preparing literature to be sent to all members, explaining in detail the operation of the new Bureau.

The Ohio Electric and Controller Company, 5900 Maurice Avenue, Cleveland, Ohio, announces the appointment of J. B. Howard, 398 Newbury Street, Boston, Mass., as its New England sales representative.

Curtiss Lighting, Inc., Chicago, has added three men to its sales force. W. K. Turner is going to the Detroit office, J. L. Marsh to Philadelphia, and L. B. Pierson to Rochester, N. Y.

Public Utility Securities Selling Rapidly

What constitutes perhaps the most remarkable record in the annals of corporate financing in this country was revealed when H. C. Abell of New York, president of the American Gas Association, made public a statement showing that during the first four months of this year the American people had invested their savings in the securities of public service companies at the almost unbelievable rate of \$5,000,000 a day, \$212,000 an hour or \$3,500 a minute, Sundays and holidays included. With a continuation of this present rate of new financing, he estimates that approximately \$1,825,000,000 will have been obtained by the gas, electric light and power, street railway, water, telephone and telegraph companies in 1925.

Illuminating Engineering Society to Hold Convention

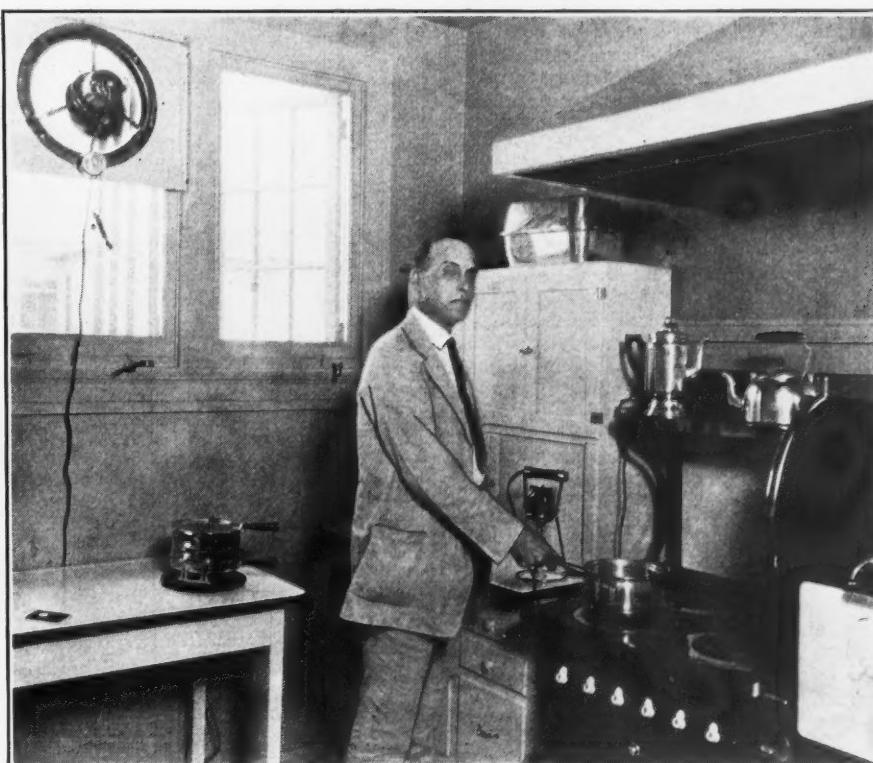
The Nineteenth Annual Convention of the Illuminating Engineering Society will be held during the week of September 14-18 at Detroit, Michigan, with headquarters at the Hotel Statler. A well-rounded program of papers is being arranged by Frank C. Taylor, Chairman of the Committee on Papers. Subjects to be discussed are motor vehicle lighting, natural lighting, residential street lighting, show window lighting, high intensity industrial lighting, floodlighting, and recent developments in Neon lamps.

Louis Freund announces that he is moving to his new office and show rooms at 116 West Thirty-first Street, New York City.

The Mississippi Electrical League held its annual convention at Gulfport, Miss., July 27 and 28. Sessions were held at the Great Southern Hotel.

The Piedmont Electric Company, Asheville, N. C., has been appointed by the Diehl Manufacturing Company of Elizabeth, New Jersey, sales agents in the Carolinas for its motors and ventilating fans. Ventilating and exhaust fans in sizes from 16 in. to 48 in. with single or three phase motors will be stocked at both the Asheville and Greensboro warehouses. Also Diehl three-phase motors in "IS" and "ID" frames.

H. J. Criner, Clarinda, Iowa, has been appointed mechanical engineer of the Clarinda Manufacturing Company. Mr. Criner was formerly with the Billion Bubble Washer Company.



When anything electrical is started in New Orleans, a natural leader of local activities is invariably found in William E. Clement, commercial manager of the New Orleans Public Service, Inc. Sales campaigns, lighting educational contests, electrical homes, and other co-operative efforts in the

Crescent City, find in this genial central-station sales manager, the quiet forceful "punch" that moves mountains and kilowatt-hours and men. The picture shows Co-operator Clement testing out an electrical-home demonstration he recently put on.

Germany's Foreign Trade in Electrical Equipment

Germany's imports of electrical equipment in 1924 amounted to approximately 9,500,000 marks against about 14,500,000 marks in 1913 (normal conditions). In spite of restrictions, imports have not been so small as was generally believed. The export of electrical material was 290,612,000 marks which is about 10 per cent below the 1913 figure.

A noticeable falling off has taken place in the exportation of large electrical machines, transformers, incandescent lamps, and wiring materials. On the other hand, an appreciable increase over pre-war days was noticed in the exportation of storage batteries, cooking and heating apparatus, small electrical machines, therapeutic apparatus, and, of course, wireless material. Most of Germany's electrical exports go to European countries; the United States used only 3.07 per cent of the total.

The Eden Washer Corporation, New York City, announces the removal of its executive offices to the Pennsylvania Building, 225 West Thirty-fourth Street. The company also announces as its officers, Edgar Palmer, president; Walter I. Hess, vice-president and general manager; and Wilfred F. Pritchett, sales manager.

The Sterling Siren Fire Alarm Company, Inc., Rochester, N. Y., is the new name of the Inter-State Machine Products Company. In announcing its change of name the company states: "In order that we may identify the name of this company closer to our product, 'Sterling Sirens,' we have secured the necessary legal permission to change the name of this company to the Sterling Siren Fire Alarm Company, Inc."

The Square D Company, Detroit, Mich., announces the following changes in its personnel: E. W. Chapman, formerly district sales manager in the Detroit district, has been appointed assistant sales manager; J. J. Mitchell, formerly St. Louis district sales manager, is now Pittsburgh district sales manager; T. R. Gano, formerly at Pittsburgh, is now Detroit sales manager; H. N. Foster, heretofore in Texas territory, is St. Louis sales manager; and Howard D. Fearey has been placed in charge of the Portland-Oregon territory, succeeding H. R. Drew, resigned.

The American Electric Heater Company of Detroit, Michigan recently had the Federal Trade Commission complaint against it dismissed.

The company is a manufacturer of electrical appliances which it sells to wholesale and retail dealers, and in the complaint was charged with adopting and enforcing an unlawful resale price system in connection with the marketing of its iron.

The Orland Electric Shop, Orland, Cal., has been compelled to take larger quarters with more floor space, due to the rapid expansion of its business. C. A. Benninghoff is the proprietor.

The Beaudette Appliance Company, 100 Boylston St., Boston, Mass., has been recently formed for the distribution of electric clothes washers in New England.

The Okonite Company has formed the Okonite-Callender Cable Company, Inc., for the purpose of manufacturing impregnated paper cables. The company will operate at its new plant at Paterson, N. J., where a completely equipped electrical research laboratory has been fitted out. Production started the first of July.

The Independent Associated Electrical Contractor-Dealers, New York, held their twenty-first annual outing at Oakwood Arms, Staten Island. Over four hundred electrical men attended the outing. One of the popular features of the affair was a song by Louis Freund, sung to the tune of "Yes, We Have No Bananas." The words are:

Yes, we have no more profits,
We have no more profits today;
We have contracts, and orders
And business, and so forth,
But cash in the bank don't stay.
Soon we'll look for receivers
To close our shops forever,
But, yes, we'll learn how to figure
And then we'll have profits some day.

The Sweeten and O'Donnell Company, Ltd., Philadelphia, has moved to its new building at 224 N. Comac Street where it will stock electrical material exclusively for the jobber.

Arlington Bensel has resigned as vice-president of the Driver-Harris Company, Harrison, N. J., to take up the sales engineering service of Victor Hybinette for "Hynickel."

The Western Electric Company announces the opening of a new Supply Distributing House at Hackberry and Duval Streets, San Antonio, Texas. This new building covers an area of about 20,000 sq.ft.

The Peerless Light Company, Chicago, has completed arrangements with the Venetian Art Lamp Company, 1323 South Michigan Avenue, Chicago, to take over the sales of the latter firm.

The Bushman Electric Company, Oakland, Cal., has moved to larger quarters at 1811 Telegraph Avenue, where it now has a better and more attractive store near the downtown district.

The Scrimgeour-Ham Electric Company, Incorporated, 201 Commercial Street, Worcester, Mass., has been formed with Frank L. Ham, president and J. K. Scrimgeour, treasurer, to sell electrical fixtures and to engage in electrical construction. Mr. Ham has been closely identified with the Delta Electric Company of Worcester for the past twenty years

and Mr. Scrimgeour has been with the Scrimgeour Electric Company of the same city for the past four years.

Joseph W. Taylor of 309 Clinton Ave., Oak Park, Ill., formerly manager of the fixture department of the Peerless Light Company of Chicago, is now representing the Brandt-Dent Company of Watertown, Wis., in Chicago and surrounding territory.

Sent Out Checks to Pave Way for Salesmen

"Your time is worth money to you; therefore we are enclosing herewith a check which, when countersigned by one of our solicitors, is good for fifty cents in cash. All that is necessary for you to obtain this, is to grant the solicitor, when he calls in a few days, ten minutes of your time so that he may explain how much easier and in how much less time, housework may be done by electricity.

"And the cost—we'll bet that you will be surprised at the low cost—both initial and operating, for no doubt you think electrical appliances are expensive both to purchase and use.

"But let the solicitor tell you the facts, then regardless of whether or not you are interested, he will sign the check and cash it for you if you desire."

This letter sent out to a select list of prospects—prospects known as "hard to see," brought unusual results for an Indiana electrical dealer and in 75 per cent of the cases produced sales of at least one electrical article for the home.



Dick Smith, famous as the Will Rogers of the Southern California Edison Company, evidently does not believe in signs. He moved before being noticed by a traffic officer, however, and was never again in danger during his stay at the Pacific Coast Electrical Association Coronado Convention, for this is the only time he was seen to stand still long enough to have his picture taken.